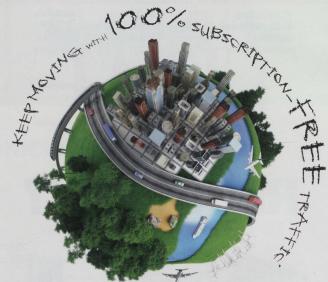
E.Coli: Is a U.S. outbreak coming? WORLD Faith in the Arab Spring

Don't Worry, There's Life After High School America's Next Top Weiner BY JOEL STEIN

TIME

WHAT RECOVERY?







We check traffic conditions over 2 billion times every month.

Sitting in traffic, engine running, waiting for someone to move wastes time and fuel. Garmin FREE Lifetime: Traffic utilizes the world's most extensive live traffic data collection system to provide you with accurate and timely traffic updates. That way, you can avoid jams and keep moving.

To learn more, visit garmin.com/traffic

Follow the leader.



22011 Gazmin Ltd. or its subs

"Subscription-free when purchasing a rulei bundled with Lifetine Traffic. Lifetime traffic extends for the useful life of your Gatraffic receiver (as long as you own a compatible Gamini GPS) or as long as Gamini receives traffic data from its traffic supwhichever is shorter. Traffic content not available for all areas. See gamini constraint for traffic coverage areas and License Agreement containing complete terms and conditions.



TIME VOL. 177, NO.25 | 2011

2 Editor's Desk

BRIEFING

7 | Verbatim You say Weiner, we say whiner

8 | LightBox A Chilean volcano scorches the sky

10 | World A leftist for Peru; how we lost the drug war

12 | Nation Mark Halperin on Mitt Romney

13 | Economy The U.S. auto industry revs out of recession

14 | Health & Science Drugs for skin cancer;

new clues on autism

16 | Milestones

Gunsmoke's James

Arness; Jack "Dr. Death" Kevorkian

COMMENTARY

18 Tuned In

If a witty tweeter

acts like a twit, what's the result? Twimmolation

21 | Murphy's Law Why Obama can be beaten and what could save him

ON THE COVER: TIME Photo-Illustration



E. coli's cost: a worker at a site near Bucharest, Romania, dumps cucumbers. Fear of the bacterium has devastated many European agricultural economies

FEATURES

22 The Five Myths of Economic Recovery

o help the U.S. crawl out of recession, both parties must discard their old shibboleths by Rana Forochar

28 Dollar Politics

Obama faces an impossible equation: more jobs + lower deficits = ? by Michael Scherer

30 The Crescent and the Cross

Muslims and Christians can still unite to make the Arab Spring bloom by Bruce Feiler

34 Europe's E. Coli Crisis

What would bring the German outbreak to the U.S.? One plane trip by Alice Park

38 Life After High School? Take Heart

You can be a wuss or a weirdo and still have a brilliant career by Annie Murphy Paul

THE CULTURE

46 | Pop Chart Rocky Balboa sings; five controversial music videos

48 Movies

Who still loves the Muppets? R-rated comedy star Jason Segel. And he's making a movie to prove it

51 Tech

Apple's iCloud: just let Steve Jobs take care of all your stuff

52 Design

The graphic pizzazz of Google's doodles

54 | Art Attack of the varn

bombers

55 The Awesome Column

Joel Stein gets ready for his down-low closeup

56 | 10 Questions David McCullough



Table (ESIA CONTEXT) is published unable, except for two sauce continued is presently. The his hirtogic (fine) in the 1,4 file building fine-building fine-b

TIME June 20, 2011

Politics

Techland: Lightning in

Trapped for Nearly Homeowner



Can America Keep Pace?



TIME.com Most E-Mailed Stories What I Learned from My Cancer Scare

How Vulnerable Is Apple?

Swampland: Paul Ryan's Ayn Rand

a Bottle: Antimatter

MAIL

THE CONVERSATION

Scare," Dr. Mehmet Oz's

read. Oz's account of his

colonoscopies and how he

"What I Learned from My Cancer

contribution to our cover package

on cancer treatment, was a popular

disregarded his doctors' advice was

TIME's most read, most tweeted

piece. Another top story, Fareed

Zakaria's "Innovate Better," lent

words of one reader, "clean up its

been Marilyn Monroe's 85th.

regulations and make the income-

itself to a free-spirited online

should get more involved in

EDITOR'S DESK The Limits of **Presidential Power**



Two fundamental-and related-theorems of modern politics: I. Every President inherits the economy from

his predecessor, but he soon owns it. 2. There's a limit to what any Presi-

dent can do about the economy.

These are naturally related because if you inherit a good economy, you can take credit for it, but if you inherit a lousy one (which may have been what got you elected), you soon get blamed for it-and there's not always a lot you can do to fix it.

People ask me all the time how I think the economy is doing. Since perception in this case fuels reality, your guess is as good as mine. But you can get a much better sense of what's reliable and what's built on sand from Rana Foroohar's smart cover story, in which she refutes the five biggest myths about the current economy-No. 1 being that somehow we'll get back to where we once were. The reality is, the economy is changing in such fundamental ways that we may have to live with high unemployment for, well, what will feel like forever.

People always vote on the economy, but unemployment, rather than GDP growth, seems to be what elects and defeats Presidents, However limited their options, Presidents need to appear to be doing everything they can to create jobs, even if that's not a whole lot. I'm all for reducing the debt, but I don't quite understand how doing so will create jobs. And while it's important to have a strong foundation for your house, if your house is burning down you don't worry about the foundation. You put out the fire.

Richard Stengel, MANAGING EDITOR

Dr. Oz's Colonoscopy Chronicles



I don't know whether to laugh or cry when hectored by the wellmeaning Dr. Mehmet Oz to get regular cancer screenings [June 13]. I am 62 with a part-time job and no health insur-

ance. How am I to pay for tests? And if cancer is discovered, what on earth can I, and the many people like me, do about it? Annette Harper, NEW ORLEANS

As a medical technologist in microbiology who is always trying to describe to my friends and others what I do and what importance it has, I appreciate your ability to use simple terminology, props and demonstrations to demystify and explain health and medical issues. Lori Lohrenz, WICHITA, KANS.

I am a survivor of chronic myelogenous leukemia, successfully treated with two bone-marrow transplants. Before diagnosis, I, like Oz, was very healthy. Although Oz's story stressing screenings will be helpful to some, I was dismayed by his initial reaction to his possible

cancer. "Am Lat fault? Could I have done something differently?" Coming from an influential physician, this statement promulgates a societal tendency to blame the victim for a diagnosis of cancer. Believe me, no cancer patient needs to be subjected to this notion by anyone, especially treating physicians.

Ellen Werts, MARANA, ARIZ.

Sorry, guys. Having lost a dear friend to colon cancer and being a breast cancer survivor, I must say that Oz's cancer "scare" was a nonstory. We can all relate to how it would feel to have a cancer scare. But the true stories lie with those who have faced the real deal. Sadly, many of those stricken with cancer are no longer with us to recount them. That is reason enough to have the necessary cancer screenings. Dianne Stuckman, GIBSONIA, PA.

Cancer Treatment Declined

I loved "The Refuseniks," by Ruth Davis Konigsberg [June 13]. Recently, my elderly, blind aunt refused a colonoscopy, and she couldn't understand why everyone was so upset with her. Your article definitely gave



us a new perspective on why many physicians automatically recommend tests and treatments. As in the case of the 80-year-old woman with lung cancer described by Konigsberg, we need to look at the individual needs of patients and recognize each person's ability to make decisions for his or her body.

Marcy Grim, MUNSTER, IND.

After my father was diagnosed with Stage IIIB esophageal cancer at age 78, he refused the recommended chemotherapy, to the frustration of oncologists, who predicted he'd be dead within a year. In July he will be 80. He drives himself to the gym every morning at 5 and does his own grocery shopping. It is hard for him to swallow certain foods, but he has adapted. A recent PET scan showed no spread of the cancer. His family found it hard to come to terms with his decision, but eventually we understood that if the "cure" is a daily routine of nausea and weakness, with no guarantee of success, what kind of life is that? Whether my father has six months left or six years. I want him to go out on his terms.

Jackie Altman, ARLINGTON, VA.

To Screen or Not to Screen

It was irresponsible of you to publish an article that, in part, almost discourages men from having a PSA test ["The Screening Dilemma," June 13]. Had I not had my PSA tested, my 60%-cancerous prostate would have remained in my body, growing and aggressively attacking me at age 48. While the PSA is not a marker for cancer and is not perfect, it is the tool we currently have for potential early detection, which saves lives. Prostate cancer is not just an old man's disease.

John Salata, LAS CRUCES, N.M.

The organization I help run, Zero, the Project to End Prostate Cancer, has saved countless lives by testing more than 110,000 men over the past 10 years. Most of our dollars come from individuals who



OCT. 14, 1974

Ford Flails

FROM THE ARCHIVES

In 1974, TIME detailed another President's fight against a dire economy (see page 22): "President Ford last week rolled up his sleeves to concal realities of devastating inflation, lengthening recession and a looming

... Wall Street, like the U.S. itself, is about the future, a fearful sense of drift that, for all its efforts, the new arrest ... The President's new prorally the nation to make the many sacrifices, large and small, that are absolutely necessary for winning the critical war against inflation."

owe their lives to early detection. Testing saves lives. Put aside the excuses and talk to your doctor.

Jamie Bearse, WASHINGTON

I was surprised to find no mention of cervical, uterine or ovarian cancers on the charts. If the Pap smear has dramatically lowered the risk of the first one or two, that should have been stated exultantly. Helen D. Haller, PITTSFORD, N.Y.

Apples and Oranges

Re "The Politics of Self-Delusion" [June 13]: I normally admire Joe Klein, but it is wrong to suggest that the passage of health care reform was a partisan overreach similar to Paul Ryan's proposed Medicare overhaul. Providing health security to millions who don't have it and protecting health-insurance consumers from coverage caps and denials for pre-existing conditions is not in the same league of legislative intemperance as the Ryan plan, which could easily cost a future retired couple an extra \$300,000 during the most vulnerable time of their adult lives.

Jon Thingvold, MURRIETA, CALIF.

It's Education, Stupid

Fareed Zakaria's essay on innovation barely touched on one of the keys to our incredible past successes-our university system, which is the envy of the rest of the world [June 13]. As Jonathan R. Cole points out in his excellent book The Great American University, almost all the great innovations since World War II in technology, medicine, military science and virtually every other field have been the result of basic and applied university research. The Internet, radar and GPS are but a few examples. As all levels of education are devastated by budget cuts, we should not be surprised to see our position as world leader filled by other, more enlightened nations. Alan E. Kehew, PORTAGE, MICH.

The Long, Slow Climb Out Rana Foroohar's "The 2% Economy"

doesn't cut it [June 13]. We are coming out of a severe recession and need leadership. Growth should be 5% to 6% at least. There is little to feel good about at 2%. Robert Peele, ROCKY MOUNT, N.C.

"The 2% Economy" was a splendid article. Galbraith progeny applaud. James Galbraith, AUSTIN

WRITE TO US

Send an e-mail: letters@time.com attachments

Send a letter: TIME Magazine Letters, Time & Life Building, New York, NY 10020, Letters should include the writer's full name, address and home telephone and may be edited for purposes of clarity and space

Customer Service and Change of Address For 24/7 service, please use our website: www.time.com/customer service. Customer Service and a social stock of the soc ext. 437; for all other uses, contact us by e-mailing timereprints_us@timeinc.com. Advertising For advertising rates and our editorial calendar, visit timemediakit.com. Syndication For international licensing and syndication requests, e-mail







If you've been on an antidepressant for at least 6 weeks and are still struggling with depression, having ABILIFY added to your antidepressant may help with unresolved symptoms in as early as 1-2 weeks.*

ABILIFY is a prescription medicine used to treat depression in adults as add-on treatment to an antidepressant when an antidepressant alone is not enough.

Important Safety Information

Elderly patients with dementia-related psychosis (eg. an inability to perform daily activities due to increased memory loss) taking ABILIFY have an increased risk of death or stroke, ABILIFY is not approved for treating these patients.

Antidepressants can increase suicidal thoughts and behaviors in children, teens, and young adults. Serious mental illnesses are themselves associated with an increase in the risk of suicide. When taking ABILIFY, call your doctor right away if you have new or worsening depression symptoms, unusual changes in behavior, or thoughts of suicide. Patients and their caregivers should be especially observant within the first few months of treatment or after a change in dose. Approved only for adults 18 and over with depression.

- · Call your doctor if you develop very high fever, rigid muscles, shaking, confusion, sweating, or increased heart rate and blood pressure, as these may be signs of a rare but potentially fatal condition called neuroleptic malignant syndrome (NMS)
- . If you develop uncontrollable facial or body movements, call your doctor, as these may be signs of tardive dyskinesia (TD). TD may become permanent and the risk of TD may increase with the length of treatment and the overall dose. While TD can develop after taking the medicine at low doses for short periods, this is much less common. There is no known treatment for TD, but it may go away partially or completely if the medicine is stopped

- . If you have diabetes or have risk factors or symptoms of diabetes. your blood sugar should be monitored. High blood sugar has been reported with ABILIFY and medicines like it. In some cases, extreme high blood sugar can lead to coma or death
- . Other risks may include lightheadedness upon standing, decreases in white blood cells (which can be serious), seizures, trouble swallowing, or impairment in judgment or motor skills. Until you know how ABILIFY affects you, you should not drive or operate machinery The common side effects in adults in clinical trials (≥10%) include nausea, vomiting, constipation, headache, dizziness, an inner sense of restlessness or need to move (akathisia), anxiety, and insomnia. Tell your doctor about all the medicines you're taking, since there

are some risks for drug interactions. You should avoid alcohol while You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Please read the additional Important Safety Information about ABILIFY on the adjacent page.

Ask your doctor about

(aripiprazole 2 mg, 5 mg Tablet

the option of adding ABILIFY.



*Based on 6-week clinical studies comparing ABILIFY + antidepressant versus antidepressant alone.



Bristol-Myers Squibb Otsuka Ar



ABILIFY® (a BIL ĭ fi) R.ONLY (aripiprazole)

This summary of the Medication Guide contains risk and safely information for patients about ABLIEY This summary does not include all information about ABLIEY and is not meant to take the place of discussions with your healthcare professional about your treatment. Please read this important information carefully before you sofart taking ABLIEY and discuss any questions about ABLIEY with your healthcare professional.

What is the most important information I should know about ABILIFY?

Serious side effects may happen when you take ABILIFY, including:

 Increased risk of death in elderly patients with dementia-related osychosis:

Medicines like ABILIFY can raise the risk of death in elderly people who have lost touch with reality (psychosis) due to confusion and memory loss (dementia), ABILIFY is not approved for the treatment of patients with dementia-related psychosis.

 Risk of suicidal thoughts or actions: Antidepressant medicines, depression and other serious mental illnesses, and suicidal thoughts or actions:

Antidepressant medicines may increase suicidal thoughts or advisor in some children, tensagers, and young adults within the first there months of treatment. Depression and other serious mental illnesses are the most important causes of suicidal froughts and actions. Some people may have a particularly high risk of having suicidal thoughts or actions including people with have for have a family history of bipotal illness (also called manic-depressive illness) or suicidal thoughts or actions.

How can I watch for and try to prevent suicidal thoughts and actions in myself or a family member?

thoughts and actions in myself or a family member?

Pay close attention to any changes, especially sudden changes, in mood, behaviors, thoughts, or feelings. This is very important when an antidepressant medicine is started or when the dose is changed.

 Call the healthcare provider right away to report new or sudden changes in mood, behavior, thoughts, or feelings.

 Keep all follow-up visits with the healthcare provider as scheduled. Call the healthcare provider between visits as needed, especially if you have concerns about symptoms.

Call a healthcare provider right away if you or your family member has any of the following symptoms, especially if they are new, worse, or worry you:

 houghts about suicide or dying, attempts to commit suicide, new or worse depression, new or worse arcisty, feeling very agitated or restiess, panic attacks, trouble steeping (insomnia), new or worse irritability, acting aggressive, being angry, or volent, acting on denging aggressive, being angry, or volent, acting on denging implications of the procession of the procession of the mania, other unusual chances in heatwor or more

What else do I need to know about antidepressant medicines?

 Never stop an antidepressant medicine without first talking to a healthcare provider. Stopping an antidepressant

medicine suddenly can cause other symptoms.

• Antidepressants are medicines used to treat depression and other illnesses. It is important to discuss all the risks of treating depression and also the risks of not treating it. Patients and their families or other careoivers.

should discuss all treatment choices with the healthcare provider, not just the use of antidepressants.

• Antidepressant medicines have other side effects. Talk to the healthcare provider about the side effects of the

medicine prescribed for you or your family member.

• Antidepressant medicines can interact with other medicines. Know all of the medicines that you or your family member takes. Keep a list of all medicines to show the heathcare provider. Do not start new medicines without first checking with your healthcare provider.

 Not all antidepressant medicines prescribed for children are FDA approved for use in children. Talk to your child's healthcare provider for more information.

What is ABILIFY (aripiprazole)?

ABILIFY is a prescription medicine used to treat:

• major depressive disorder in adults, as an add-on treatment to an antidepressant medicine when you do not get better with an antidepressant alone.

The symptoms of major depressive disorder (MDD) include feeling of sadness and emptiness, loss of interest in activities that you once enjoyed and loss of energy, problems focusing and making decisions, feeling of worthlessness or guilt, changes in sleep or eating patterns, and thoughts of death or suicide.

What should I tell my healthcare provider before taking ABILIFY? Before taking ABILIFY, tell your healthcare provider if you have

or had:

• diabetes or high blood sugar in you or your family; your healthcare provider should otherck your blood sugar before your blood sugar before

you start ABILIFY and also during therapy.

• seizures (convulsions).

- low or high blood pressure.
 heart problems or stroke.
- reant problems of stroke.
 pregnancy or plans to become pregnant, it is not known if
- ABILIFY will harm your unborn baby.
 breast-feeding or plans to breast-feed. It is not known if
- Oreas-rebuilig vipians to thesa-rebuil it is not known in ABILIFY will pass into your breast milk. You and your healthcare provider should decide if you will take ABILIFY or breast-feed. You should not do both.
 Iow white blood cell count.
- phenylketonuria. ABILIFY DISCMELT Orally Disintegrating Tablets contain phenylalanine.

· any other medical conditions.

Tell your healthcare provider about all the medicines that you take or recently have taken, including prescription medicines, non-prescription medicines, herbal supplements, and vitamins.

ABILIFY and other medicines may affect each other causing possible serious side effects. ABILIFY may affect the way other medicines work, and other medicines may affect how ABILIFY works. Your healthcare provider can tell you if it is safe to take ABILIFY with your other medicines. Do not start or stop any

medicines while taking ABILIFY without talking to your healthcare provider first. Know the medicines you take. Keep a list of your medicines to show your healthcare provider and pharmacist when you get a new medicine.

How should I take ABILIFY?

 Take ABILIFY exactly as your healthcare provider tells you to take it. Do not change the dose or stop taking ABILIFY yourself.

- ABILIFY can be taken with or without food.
 ABILIFY tablets should be swallowed whole.
- If you miss a dose of ABILIFY, take the missed dose as soon as you remember. If it is almost time for the next dose, just skip the missed dose and take your next dose at the regular time. Do not take two doses of ABILIFY at the same time.
- If you take too much ABILIFY, call your healthcare provider or poison control center at 1-800-222-1222 right away, or go to the nearest hospital emergency room.

What should I avoid while taking ABILIFY?

 Do not drive, operate heavy machinery, or do other dangerous activities until you know how ABILIFY affects you. ABILIFY may make you drowsy.

- Do not drink alcohol while taking ABILIFY.
 Avoid getting over-heated or dehydrated.
- Do not over-exercise.
 In hot weather, stay inside in a cool place if possible.
- In hot weather, stay inside in a cool place if possible.
 Stay out of the sun. Do not wear too much or heavy clothing.
- . Drink plenty of water.

What are the possible side effects of ABILIFY (aripiprazole)?

Serious side effects have been reported with ABILIFY

(ampiprazone)?

Serious side effects have been reported with ABILIFY including:

Neuroleptic malignant syndrome (NMS): Tell your

healthcare provider right away if you have some or all of the following symptoms: high fever, self muscles, condision, sweating, changes in pulse, heart rate, and blood pressure. These may be symptoms of a rare and serious condition that can lead to death. Call your healthcare provider right away if you have any of these symptoms. High blood surar (hypertylecmies): Increases in blood

 High blood sugar (hyperglycemia): Increases in blood sugar can happen in some people who take ABLEY-Erdemely high blood sugar can lead to come or death. If you have diabetes or risk factors for debetes (such as being overweight or a family history of diabetes), your healthcare provider should check your blood sugar before you start ABLEY and during thereon.

Call your healthcare provider if you have any of these symptoms of high blood sugar while taking ABILIFY:

 feel very thirsty, need to urinate more than usual, feel very hungry, feel weak or tired, feel sick to your stomach, feel confused, or your breath smells fruity.

- Difficulty swallowing: may lead to aspiration and choking.
 Tardive dyskinesia: Call your healthcare provide and order any movements you cannot control in your face, tangue, or other body parts. These may be signs of a serious condition.
 Tardive dyskinesia may not po away, even if you stop taking ABILIF. Tardive dyskinesia may also start after you stop taking ABILIF.
- Orthostatic hypotension (decreased blood pressure): lightheadedness or fainting when rising too quickly from a sitting or lying position.
- Low white blood cell count
- Low white blood cell coul
 Seizures (convulsions)

Common side effects with ABILIFY in adults include nausea, inner sense of restlessness/need to move (akathisia), vomiting, anxiety, constipation, insomnia, headache, rettlessness fizziness.

These are not all the possible side effects of ABILIFY. For more information, ask your healthcare provider or pharmacist. Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.

General information about ABILIFY

- Store ABILIFY at room temperature, between 59°F to 86°F. Opened bottles of ABILIFY Oral Solution can be used for up to 6 months after opening, but not beyond the expiration date on the bottle. Keep ABILIFY and all medicines out of the reach of children.
- Medicines are sometimes prescribed for purposes other than those listed in a Medication Guide. Do not use ABILIFY for a condition for which it was not prescribed. Do not give ABILIFY to other people, even if they have the same condition. It may harm them.
- This summary contains the most important information about ABILIFY. If you would like more information, talk with your healthcare provider. For more information about ABILIFY visit www.abilify.com.

Tablets manufactured by Otsuka Pharmaceutical Co, Ltd, Tokyo, 101-8535 Japan or Bristol-Myers Squibb Company, Princeton, NJ 08543 USA

Orally Disintegrating Tablets, Oral Solution, and Injection manufactured by Bristol-Myers Squibb Company, Princeton, NJ 08543 USA Distributed and marketed by Otsuka America Pharmaceutical, Inc. Rockville, MD 20850 USA

Marketed by Bristol-Myers Squibb Company, Princeton, NJ 08543 USA ABILIFY is a trademark of Otsuka Pharmaceutical Company.

Bristol-Myers Squibb

OTSUKO Otsuka America Pharmaceutical, Inc. 1239550A9 0310L-1020 D6-B0001D-12-10-MDD Rev December 2010

© 2010, Otsuka Pharmaceutical Co, Ltd, Tokyo, 101-8535 Japan

Briefing

'The picture was of me, and I sent it.'

1. ANTHONY WEINER, Democratic Representative from New York, who admitted June 6 to having repeatedly lied about a racy picture sent from his Twitter account

'All of Dominique Strauss-Kahn's power, money and influence will not stop the truth of what he did to her in that hotel room from coming out.'

2. KENNETH THOMPSON, attorney for the maid who was allegedly assaulted by the former IMF chief

'This investigation has been a disaster.'

 MICHAEL OSTERHOLM, infectious-disease expert at the University of Minnesota, on Germany's search for the source of Europe's deadly E. coli outbreak; cucumbers and sprouts were named, but investigators have backtracked

'Thirty years ago, this mystery disease was called a gay plague. It was a shunned disease ... Now it's a completely different world.'

4. MICHEL SIDBLE, head O'UNAIDS, which save the rate for eff. Iff infections decline nearly 3% from your to

2009; June 5 marked the 30th anniversary of the first official report on the HIV virus

'It's hard to find the words.'

5. SUKANYA ROY, 14, on winning the Scripps National Spelling Bee; she took the trophy with the word cymotrichous





2,500 Number of pennies used

by Jason West of Vernal, Utah, to pay a disputed \$25 medical bill; he was cited for disorderly conduct—the fine for which could be up to \$140

600

square miles (1,550 sq km) burned in an Arizona wildfire—the second largest in the state's history—as of June 8

1,500

people who showed up for a German teenager's birthday party after she neglected to mark the Facebook invitation to it as private; she did not attend



92% Percentage of Americans who say they believe in

who say they believe in God, according to a Gallu poll; 96% said they did when Gallup first asked the question in 1944

Briefing

LightBox

Fire in the sky
A cloud of ash billows
from Chile's Puyehue
volcano, which until
June 4 had been
dormant for half a
century. The cloud ros
of miles (to kny) high
in the sky, hindering
air travel and causing
thousands of people
to flee their homes,
which quickly became
blanketed in ash.

For more photos, visit lightbox.time.com



World



An antigovernment protester crowd-surfs in Yemen's capital, Sana'a

Saleh's Out, but Is It for Good?

YEMEN President Abdullah Ali Saleh, an autocrat facing the greatest challenge to his three-decade-long rule, left the country for treatment in Saudi Arabia after sustaining injuries during a rocket attack on his palace compound. His departure was greeted with hoisterous street celebrations in the capital, Sana'a. But Saleh loyalists claim the Fresident will return, and the Saudis, who have spearheaded weeks of backroom negotiations between the Saleh regime and its opponents, insist the visit was purely for medical reasons. If Saleh steps down, there are concerns over what may follow. Yemen is a poor nation whose political and tribad divisions were co- opted and suppressed by Saleh's iron rule. Now law and order have unraveled in much of the country. Dissident tribesmen wage urban warfare against Saleh supporters in Sana'a, while millitants linked to al-Qaeda seek to exploit the political chaos.

Leftist Wins Election

PERU Ollanta Humala, a former military officer won a runoff to become the Andean nation's President-elect. Critics of the leftist Humala liken him to Venezuela's demagogic Hugo Chávez and worry about his campaign promises to increase taxes on mining companies-Peru has some of the world's biggest silver and copper deposits. mainstays of the country's economy, But supporters. including Nobel laureate Mario Vargas Llosa, say Humala will be reliably moderate and pragmatic.



Humala celebrates victory at a rally in Lima

From North To South, Death and Mayhem SYRIA Hundreds fled across the

border into Turkey in anticipation of government reprisals after state media claimed 120 security personnel were killed in the northern town of Jisr al-Shoghour. The government of **President Bashar** Assad blamed insurgents and armed mobs; other reports suggested mutineers from Assad's army were involved. Though difficult to confirm, the reports darkened the picture of the Syrian uprising: humanrights groups say more than 1,000 people, mostly civilians, have been killed in three months of anti-Assad protests, An armed insurrection would likely lead to an even bloodler crackdown. At the other end of the country, 23 Syrian and Palestinian protesters were killed by Israeli forces while trying to cross into the disputed Golan Heights in a show of solidarity with Palestinians in the West Bank and Gaza





For more news from TIME's correspondents around the world, go to globalspin. blogs.time.com



Ghosts of Tiananmen Haunt the Present

HONG KONG Nearly 100,000 people marked the 22nd anniversary of the suppression of pro-democracy protesters at Beljing's Tianammen Square Semiautonomous Hong Kong is the only Chinese city where the massacre can be publicly remembered. With China in the throse of a severe crackdown on dissen, this year's vigil carried even deeper resonance.



Guru's Fast Triggers Political Storm

INDIA Police used truncheons and tear gas to disperse tens of thousands of demonstrators massed by a famous yoga guru on a hunger strike. Swami Ramdev was protesting corruption in Indian politics, but government officials said the crowds had gathered illegally and that the fast was a front for a rally by opportunistic right wing Hindu nationalists.

Ramdev, right, and his followers had camped out at Ramlila Grounds in New Delhi, above

Tough Task for New Prime Minister

PORTUGAL In national polls. the center-right Social Democrats (PSD) defeated the ruling Socialists, paving the way for **PSD** leader Pedro Passos Coelho to assemble the debtridden country's next government. Coelho must now preside over drastic austerity measures mandated by a \$114 billion bailout from the IMF and E.U., and he acknowledged his triumph somberly. "The years that

await us will require

a lot of courage,

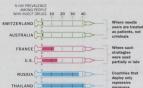
he said.

Study: The War on Drugs Has Failed

U.S. A high-profile commission led by a number of Latin American former Presidents released a report that found that nearly a half-century of global policies to combat drugs has backfired, only driving rates of drug use up and creating a black market run by lethal cartels. The report suggests a total rethinking of repressive strategies in use for decades, urging the legalization of substances like cannabis.

Consumption rates are up, while harsh drug laws create public-health risks





Nation



The Big Questions

By Mark Halperin

What phrase best describes Mitt Ronney's strategy? Playing possum. Overexposure is the normal mode for someone who wants to beat an incumbent President, but Ronney has lain low for months. Behind the scenes, he has traveled widely, meeting with potential supporters, collecting campaign cash and only rarely appearing before cameras. Ronney's aides believe that keeping him out of the line of fire from the left and the right will allow him to enter 2012 as he entered 2012—as the unquestioned front runner for the nomination. Some old pros, previously dubious about Ronney's chances, are now saying more admirringly, "Fear the possum."

Why is he so far ahead of his rivals? Two numbers tell the story. First, Romney's fundraising haul for the first half of the year is likely to be more than that of all the other contenders combined. Second, a recent Washington Pest/ABC News poll showed Romney narrowly beating Barack Obamain in a general election matchup—the only Republican to do so. The possum strategy works best when the media train their attention on non-candidates and long shots such as Sarah Palin, Donald Trump, Herman Cain and Michel Bachmann. That has cut off oxygen to Romney's real rivals. Tim Pawents and In unturnsman.

So is he a lock for the nomination? Romney has two indisputable problems—and a big question mark. Many rival strategists believe that as soon as Republicans start confronting Romney on his Massachusetts health care law (complete with its Obama style individual mandate), he will be deemed unacceptable by GOP voters. And questions persist about his personality. He is described as having difficulty relating to voters or, more harshly, as a phony. Finally, as the candidates shift from denunciations of the President to attacks on one another, we will learn whether the polished, oft uptight Romney can take a punch.

A Long Shot's Steady Climb

During the past year, Herman Cain has trekked to Iowa 19 times, pitching himself to local power brokers and honing his withering critique of Barack Obama, the Democrats and all things liberal. The work is paying off. In March the former CEO of Godfather's Pizza won a straw poll of social conservatives in Des Moines, lapping a field dotted with populist firebrands like Sarah Palin and Michele Bachmann. "At the moment I think he's one of the front run-

Palin and Michele Bachmann. "At the moment, I think he's one of the front runners" in the crucial caucus state, says Iowa Tea Party leader Ryan Rhodes.

Iowa isn't the only place where Cain, 65, is catching on. He captured a Tea Party Patriots straw poll in Phoenix and was widely considered the winner of the GOP's opening debate in South Carolina last month. His star has climbed as better-known social conservatives like Mike Huckabee have opted to sit out the 2012 race. Cain's grass-roots support is partly the product of his genuine Horatio Alger story, Raised poor in



Atlanta, he was the first in his family to attend college, and he put himself through graduate school by working as a Navy mathematician. He earned a reputation as a corporate turnaround artist, and in 1994, as the head of the National Restaurant Association, he sparred with President Bill Clinton over health care reform at a televised town hall. That exchange helped scuttle the Clinton proposal and propelled Cain to fame among conservatives. A self-help

author and radio host who calls himself the Herminator, Cain takes uncompromising stands, and his stemwinding oratory has made Tea Partyers swoon.

But other conservatives are skeptical that Cain or his message can survive the rigors of a long campaign, even in hospitable Iowa, Cain has never held elected office: he was routed in his only race, a Georgia Senate primary in 2004. He has declined to articulate a foreign policy-to do so without access to classified documents, he says, would be disingenuousand flubbed a series of questions about international affairs. "The objective of the liberals is to destroy America." he said, a comment that typifies his appetite for nuance. In March he said he wouldn't be comfortable hiring Muslims because of the threat posed by Shari'a law. (He later said he was referring only to "jihadists.")

Cain is making his charge. Can his own party get comfortable hiring him?—ALEX ALTMAN



i'm one

Oil and natural gas fuel our economy, but they also help fuel Americans' retirements. Retired firefighters, police officers and teachers like Virgie are among the millions of Americans who, through mutual funds, pensions and stocks, own more than 75% of oil and natural gas company shares. So while the oil and natural gas industry supports 9.2 million working Americans, it also helps support the livelihood of millions of retired workers. That gives "energy security" a whole new meaning.





replanting



rubber tree farms







driving campaigns

And Bridgestone's promoting and safety driving campaigns save fuel and lives.



clean-up

ike clean-up programs on beaches n many locations.



It's not only what you make, it's also how you make it.



cleaner factories



ecopia



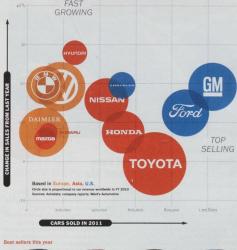
Bridgestone Corporation For your nearest Bridgestone Authorized Dealer, visit our website: bridgestonetire.com

BRIDGESTONE Your Journey, Our Passion

Economy

Detroit's Got It In Drive. Lack of supply slows Toyota, Honda

The month of May may have been a bit sluggish, but car sales continued to rebound in the U.S .- so much so that Fiat bought a (used) car company, acquiring the remaining shares of Chrysler held by the U.S. government for \$500 million. Fiat now owns 52% of Chrysler, "Because President Obama made the tough decision to stand behind and restructure the auto industry. America's automakers are growing stronger," crowed Treasury Secretary Tim Geithner. General Motors has sold more than a million vehicles in the U.S. this year. Japan's earthquake cut supplies, denting sales for Toyota and Honda, Korea's Hyundai and Kia continued to make inroads. German automakers have held their own, with the outfit from Wolfsburg, Volkswagen, leading the pack. - BILL SAPORITO





CAR SALES







Honda Accord

MISFORTUNES

Cash Poor. Many Americans lack a rainy-day fund

Percentage of Americans who said their household couldn't come up with \$2,000 in 30 days without selling some possessions source: Aktional Burkau or Economic Research



SAVINGS

Money Talks. Fed-up investors still crave Wall Street's financial advice

The saying "Put your money where your mouth is?" doesn't apply to the American investor. Corporate profits may be on the rise, but poll investor confidence in the market is not. A poll by Prudential finds that 58% of investors have lost faith in the stock market, while 44% say they never lang to invest in 15. S stocks again to rivest in 15. S stocks again.

they never plan to invest in U.S. stocks again. Yet Americans haven't changed how they invest, pouring \$85 billion into mutual funds in this year's first quarter and \$700 billion since March 2009, according to fund tracker Momingstar—up 250% and 43%, respectively, since before the financial crisis. That's surprising, considering the pains Americans surfered at the hands of the fund industry in that period. A recent Government Account-ability Office study found that those who took brokers' advice on 402.(k)s faired worse than 402.(k) gains hand far more to do with account-holders' and employers' contributions than their funds' performance.—ROYA WOLVERSON

Health&Science



Cornering Skin Cancer

They're not a cure, but new drugs promise to extend life **By Alice Park**

The findings are being called "unprecedented" and "truly striking." In two studies, two drugs to treat patients with melanoma, the deadliest form of skin cancer, have helped prolong survival-a first in melanoma treatment.

Skin cancer is the most common cancer in the U.S., but until now patients with metastatic melanoma, or cancer that had spread to other parts of the body, were practically untreatable. Fewer than 10% respond to traditional chemotherapy, and no studies have shown that the treatment can actually extend lives.

Scientists at the American Society of Clinical Oncology meeting report promising results with two new kinds of drugs: one that helps the immune system fight cancer and another that targets a gene mutation in melanoma. The first, ipilimumab, which is already approved by the government for skin cancer and marketed as Yervoy, was tested in newly diagnosed patients with advanced disease. The study showed that 21% of patients receiving a combination of Yervoy and chemotherapy were still alive three years later, compared with 12% of those who received only chemo.

On average, tumors in the Yervoy group continued to shrink or stop growing for 19 months following the study, compared with only eight months in the chemo group.

In the other study, scientists tested an experimental drug called vemurafenib, which targets a specific gene mutation that triggers growth in about half of all advanced melanomas. When patients with late-stage melanoma were given a combination of chemotherapy and vemurafenib, they were 63% less likely to die within three months than those getting chemo alone. On vemurafenib, 48% of patients also saw tumors shrink for at least a month, compared with 5.5% of the chemo patients.

Matching specific mutations in tumors to the appropriate drugs in this way represents the next phase in cancer care. That's why vemurafenib's makers hope to submit a kit for genotyping tumors along with the drug for approval by the government.

Individually, the new drugs are not cures. Taken together, however, they may offer more success. To that end, the drugs' manufacturers are teaming up for a new trial testing their products in combination.

AUTISM

New Genetic Causes of Autism

Autism affects about 1% of children in the U.S., and in most cases, some combination of genetic abnormalities is likely to blame. While a few of these mutations have been traced from parents to their children, three new studies have identified a series of spontaneous anomalies that may underlie the disorder in families with no history of autism.

Researchers focused their attention on families in which only one child had autism and compared their genomes with those of their unaffected siblings and parents. The autistic children had differences in the amount of DNA in certain portions of the genome-including many that appear to affect the same molecular network in neural cells-compared with their family members. These regions, the scientists say, are ripe targets for new treatments for the range of autism spectrum disorders. -A.P.

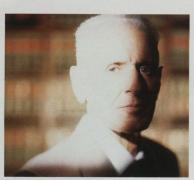


Autism may be due to a series of random, noninherited mutations

'I drop the d. That word is a dirty word.

-GENERAL PETER CHIARELLI, U.S. ARMY. on why the military prefers to use the term posttraumatic stress rather than posttraumatic stross disorder, arguing that disorder unnecessarily stigmatizes soldiers' natural response to the emotional and violent experience of battle





DIED

Jack Kevorkian

"My specialty is death," Dr. Jack Kevorkian once told TIME. In the 1980s he began weighing in on the issue that would make him infamous: euthanasia and the plight of the dving. By the time his own end cameon June 3, at 83, from kidney-related complications—the physician was said to have had a role in more than 130 deaths. Many of them came about through use of the Thanatron, the infamous "suicide machine" he rigged to let his patients self-administer lethal levels of narcotics. In 1999, after Kevorkian had deftly avoided criminal responsibility

in several cases, he was convicted of second-degree murder when video surfaced of him administering a deadly dose. Eight years later he was paroled; a quiet period followed, and then he resumed his crusade, pushing his cause vigorously though never again assisting in suicides.

His detractors, though, continued to decry his methods, claiming they skirted the subtleties of psychology and palliative alternatives and that the effectiveness of his death machines robbed the dying of the chance to consider other ways to see out their earthly existence. But Kevorkian's confidence in his quest remained unruffled. "It's unstoppable," he told TIME. "It may not be in my lifetime, but my opponents are going to lose. There's a lot of human misery out there." - HOWARD CHUA-EOAN

FORFEITED A match by the

Iranian women's soccer team, after FIFA said headscarves violated its dress code; the forfeit means the team won't play in the 2012 Olympics.

Lilian Jackson Braun, 97, author of the Cat Who mysteries: Braun wrote the 29 books in the series in longhand over a span of 41 years.



GBTV. Glenn Beck's

subscription-based Internet network. on June 7: Beck leaves Fox News this month and will start his new daily two-hour GBTV show in September.

ANNOUNCED

Alois Mabhunu, a Zimbabwean police officer, with using President Robert Mugabe's private toilet: Mabhunu was convicted and sentenced to 10 days in jail.

CHARGED

INDICTED

John Edwards, for violating federal campaign-finance laws: he is charged with using campaign funds to hide his mistress during his 2008 White House run

DIED Lawrence

Eagleburger, 80, diplomat and former Secretary of State to George H.W. Bush; he served in sensitive missions in Israel, China and the Balkans

DIED **James Arness**

For 20 years, James Amess who died June 3 at 88. personified the upright western lawman Matt Dillon on Gunsmoke, By any measure. Amess's run on the show and the connection he developed with viewers over the course of a generationnot to mention simply being able to maintain interest In a character all those years-were remarkable achievements. Amess was the picture of Western rectitude, with his tall stature (he was 6 ft. 7 in... or just over 2 m), square law and clean-cut looks. But though Gunsmoke was a traditional TV western, you can see in Dillon the seeds of more conflicted lawmen in westerns like Clint Eastwood's Unforgiven. Though the show was called Gunsmoke, Amess's Dillon-who kept his emotions in check and would not draw first-made clear that he was not trigger-happy.





Albertina Sisulu It was Walter Sisulu who first saw in Nelson Man-

dela the future transformational leader of South Africa, Like Mandela he spent more than two decades in prison on Robben Island where he was known as Allah because he was so wise and calm. Walter's wife of 50 years. who died June 2 at 92, fulfilled the same role for the women of South Africa. Albertina—people called her MaSisuluwas the sensible but strict grandmother who fought discrimination for five decades. In 1956 she led a march of 20,000 women against the apartheid pass laws and was one of the first women to be arrested under the pernicious Amendment Act No. 37 laws. She was married to Walter, and they were both married to the struggle. RICHARD STENGEL



9 t. rowe price funds on the Money 70 "Best" List.

Retirement Funds



Consider the company that understands the connections of a complex, global economy.

MONEY magazine included 9 T. Rowe Price funds on their list of 70 "Best" funds with "lasting value" to help you reach your long-term financial goals. MONEY selected these funds based on fees, stewardship, manager experience, and long-term (five-year) records.

At T. Rowe Price, our global investment teams work harder to understand the connections of today's complex economy and apply those insights to every fund we manage. All funds are subject to market risk, including possible loss of principal. Past performance cannot guarantee future results. Fund returns have been affected by market volatility and are negative for certain periods. International investing involves special risks, including currency fluctuation and political or economic uncertainty abroad.

Choose from over 90 no-load funds, including 9 on the Money 70° "Best" list:*

- Blue Chip Growth Fund (TRBCX)
- Capital Appreciation Fund (PRWCX)
- · Emerging Markets Stock Fund (PRMSX)
- Equity Income Fund (PRFDX)
- International Bond Fund (RPIBX)
- International bond rand (M116/4)
- International Discovery Fund (PRIDX)
- New Era Fund (PRNEX)
- Retirement Funds
- Small-Cap Value Fund (PRSVX)

Put our thinking to work for you. troweprice.com/money70 | 1.866.709.5476



Request a prospectus or summary prospectus; each includes investment objectives, risks, fees, expenses, and other information that you should read and consider carefully before investing.

"the enday due for performance was 127/10. From MORE" magazine, January Francy 2011. C 2011 Time Inc. MOREY and MOREY 70 are registered trademarks of Time Inc. and are used under license. MOREY and MOREY 70 are registered trademarks of Time Inc. and are used under license. MOREY and MOREY 70 are registered trademarks of Time Inc. and are used under license. MOREY and MOREY 70 are registered trademarks of Time Inc. and are used under license.

T. Rowe Price Investment Services, Inc., Distributor.

MPMON079811



Birdbrained

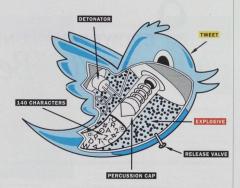
Twitter is a danger zone— especially for its most adept users

REPRESENTATIVE ANTHONY WEINER IS not the first public figure to be undone by an errant hand on his Twitter. (Let me be up front: there will be any number of unfortunate double entendres in this column.) But he's now the most prominent person to be damaged by the very immediacy and reach that make Twitter such a powerful tool. (Ahem. As I said.) One lapse of judgment—or one false click after several lapses of judgment—and a career implodes. For lack of a better word, let us call this increasingly common phenomenon twimmolation.

In Weiner's case, he had been using Twitter (and Facebook—let's not deny it the branding opportunity) to exchange crotch shots, raunchy notes and sundry other congressional perks with a series of young women. On May 27, while watching a hockey game, he inadvertently tweeted a photo of his erection in boxer briefs to his tens of thousands of followers rather than as a private, direct message to the intended recipient, a 22 year old woman in Washington State.

The new-media scandal devolved in old-school fashion: he denied, he lied, he lied, he shamed nemies (a "hacker"). Then, as new women and photos emerged, he held a tearful press conference to confess: 'twas not hackage but his package.

The trony here is that Weiner had been a model social media user. He didn't use Twitter to post anodyne press statements. He was prolific, using the same Brooklyn puglistic voice he brought to his House floor speeches, ("There is no law against stupid, but when is Comcast/NBC Kabletown gonna fire Trump? a MaybeWeDoNeedSuchALaw." He made impassioned arguments, picked fights with peers, cracked wise and kevethed about sports. He practically



taught a course in online persona building.

But unlike, say, the telephone, social media are both intimate (not just in that way) and broadcast. You can use them to contact one person or, if you have the following of a Sarah Palin, send a manifesto to millions, unmediated. In one fatal moment, Weiner crossed those wires.

His first mistake—O.K., second, after exposing himself to women not his wife—was to use the same forum for public business and private flirtation; don't tweet where you eat. Yet the broader principle of separating business and personal is not so simple. On Twitter or Facebook, an effective politician (or pop star or author) does connect on a personal level. So social-media use for public figures is full of contradictory rules. Be provocative but not offensive. Be authentic, but don't allenate people. Put yourself out there! But—ew—don't put that out there. This is the essence of twimmolation:

This is the essence of twimmolation: the very qualities that make someone popular on Twitter (mischievousness, authenticity, a quick wit) can backfire when taken to an extreme (offensiveness, oversharing, lack of impulse control). Comedians have walked this line since

long before the computer age, but they are

ter tweeting insensitive jokes about the tsunami in Japan. With social media, we're on a live mike, or even camera, all the time. Don't get me wrong: real-time reaction

Don't get me wrong: real-time reaction is what makes social media awesome. I say this as the author of 8,000-plus tweets over two years. The instant feedbackreplies or retweets, the Twitter equivalent of applause-is intoxicating, like a pleasure-center reward for a lab rat pulling a lever. You can see how it would appeal to an exhibitionist, self-destructive impulse. I'm not about to tweet a shirtless photo (my pecs lack definition), but I've laughed at and told inappropriate jokes in private. So far, I've had the common sense not to tweet anything ghastly. But do I have common sense everywhere, all the time? Does anyone?

not immune. In March, Gilbert Gottfried

was fired as the voice of the Aflac duck af-

Now, none of that absolves Weiner, who acknowledged as much. "What I did was a mistake," he said. "There's nothing inherently wrong with social media." He was right, they simply provide easy amplifiers for what is wrong with the socializer. Social media may or may not make us all famous for 15 minutes. But we can all be infamous in 140 characters.

30%* off your industrial plant's energy bill is just the beginning.

Imagine what we could do for the rest of your enterprise.

Managing the complex operating environment of industrial plants is no small task. With mounting neergy costs and increased environmental regulations, maintaining throughput, minimizing downtime, and hitting your efficiency targets is more challenging then ever. Schneider Electric™ has the solution: EcoStruxure™ energy management architecture, for maximized operating performance and productivity, with new levels of energy efficiency. Today the industrial plant floor; tromorow the entire enterprise.

Energy savings for the plant floor and beyond

Today, only EcoStruxure architecture can deliver up to 30% energy savings to your industrial plant...and beyond, to the data centers and buildings of your entire enterprise. Saving up to 30% of an industrial plant's energy is a great beginning, and thanks to EcoStruxure energy management architecture, the savings don't have to end there.



Learn about saving energy from the experts!

Download this white paper, a \$200 value,
for FREE, and register to win an iPad*!
Wist www.§Freply.com Key Code 6621 v. Gall 401-788-2797

Eco Ftruxure

Active Energy Management
Architecture from Power Plant to Plug™



Buildings

Intelligent integration of security, power, lighting, electrical distribution, fire safety, HVAC, IT, and telecommunications across the enterprise allows for reduced training, operating, maintenance, and appraid costs.



Data centers

From the rack to the row to the room to the building, energy use and availability of these interconnected environments are closely monitored and adjusted in real time.



Industrial plants

Open standard protocols allow for system-wide management of automated processes with minimized downtime, increased throughput, and maximized energy efficiency.



Insure all your vehicles with GEICO. You could save a bundle.



It's true — GEICO could help you save on more than just car insurance. You could enjoy a Multi-Policy
Discount when you insure more than one type of vehicle, or a Transfer Discount when you switch your
motorcycle insurance to GEICO. Think you're getting the best price on quality coverage for all your
vehicles? Get a GEICO quote now and see how much you could save.

Get a free quote.

GEICO geico.com 1-800-442-9253 or call your local GEICO Agent



Numbers Matter. But Which Ones?

A weak economy could undo Obama. Demographics could save him

DEMOCRATS ARE IN A GRUMPY mood, and with good reason. A big special election victory in upstate New York quickly segged into a disastrous media frenzy over Democratic Congressman—internet lothario Anthony Weiner's spectacular success in becoming the Twittersphere most obvious twit. To make matters worse, a brand-new Washington Post/ABCNews poll shows President Obama actually losing to Mitt Romney among registered voters, in a tight 49% to 49% to 46% contest.

The race is close because next year both Obama and the Republican nomine are likely to be skating on wafer thin ice. For while the weak economy is one huge force driving these numbers, there is a second force in play that could be equally unsetting. The 2012 election is shaping up as a battle between economy is threatening to end the President's political career. The demographics of a changing America might just re-elect him to

Start with the economy. The Washington Post poll is full of bad news for the White House. The fabled "wrong track" number-a sort of overall-dissatisfaction index measuring the percentage of voters who think the country is moving in the wrong direction-has risen to 66%, a dangerous level for incumbent Presidents, Ironically, it was the same kind of wrong-track tilt-near 80%-in 2008 that propelled the Obama campaign to the White House. The wrong-track change wave is building again, this time against Obama. The President's numbers on how he's handling the economy are his biggest problem. In the Post poll, 59% gave him a poor grade. When 6 out of 10 voters flunk you on the

economy, it's political kryptonite. What will the Obama campaign do to address this dire threat? First, try like mad to hange perceptions of him as a hapless economic manager by offering unhappy voters a sweet sundae of fresh action: Yes, we hear you loud and clear, the President is working hard, he has a brilliant new plan and new economic advisers, stand by for good news, etc. Atop this sugary dish will be a bitter red herry of class warfare, with Democrats' claiming that unlike the rich, uncaring, corporate shill Republicians,



Obama actually cares about the economic pain of the middle class. The Obama campaign will then cue up negative ads to try to shove the spotlight away from the boss's economic failures and toward a referendum on the Republican nominee.

In a bad economy, I doubt this conjuring will be enough to be at a credible Republican of the Romney, Tim Pawlenty or Jon Huntsman variety. The real ace up Obama's sleve in 2027 Changing demographics. As I wrote in this space two years ago, Republicans need to learn that we no longer hold our presidential elections in Ronald Reagan's America. Here are the numbers:

in 1980, white voters cast 88% of the total presidential vote, by 2008, the percentage had shrunk to 74%. Which is why, though George W. Bush in 2000 and John McCain in 2008 both won 55% of the white vote, McCain lost by 7 points and Bush essentially tied Al Gene. Worse for the GOP, the proportion of overall votes cast by white votes will decline even more in 2012.

Latinos are rapidly redrawing the demographic playing field. In 2008, Obama won the Latino vote by 36 points. His massive fundraising machine is preparing to spend millions registering even more Latinos to vote. This will have a powerful impact in the vital Western swing states of Nevada, Colorado, New Mexico and Arizona, all of which have rapidly growing

Latino populations. Obama carried three of these states in 2008, losing only McCain's Arizona. The crucial question next year is, Will a poor economy trim Obama's huge margin with these Latino voters If not, the West may be bleak for Republicans. The GOP could offset these Western-state losses by winning the economically pressed states of Ohio, Michigan, Wisconsin and Pennsylvania. In 2010 each switched from a Democratic to a Republican governor. That said, the Republican presidential nominee has not carried Michigan or Pennsylvania since 1988 or Wisconsin since '84. Finally, Florida remains the critical linchpin. Its

Latino population has increased 57% since 2000. Polls there show a tight race.

So who wins next year? In the long term, bet on demographics. The GOP must shed its nativism and attract more Latinos, or the Electoral College math becomes prohibitive. In the short term, if financial conditions don't improve soon, bet on economics. High unemployment next year will be a firing offense for Obama.

But only one thing is certain: in this street fight, each side has a glass jaw.

Murphy is a Republican consultant

TIME June 20, 2011



NATION

Don't Hold Your Breath

This is not your father's recovery. It might not even be a recovery at all. Debunking the myths of the new American economy

BY RANA FOROOHAR

OUBLE DIP IS NOT A TERM that a government keen to extricate itself from the economic-crisis-management business likes to hear. A couple of weeks ago, the Obama Administration was poised to switch to growth mode. Then the ugly data started pouring in like the overflowing Mississippi. First-quarter GDP numbers showed a measly 1.8% increase. well short of the expectations of above 3%. and second-quarter estimates are not much better. Then came a report on housing-price declines that have not been seen since the Great Depression, followed by reports of consumer spending at six-month lows and weak manufacturing surveys. The worst was unemployment figures to make you cry; a mere 54,000 jobs were created in May, less than half of what was expected and less than a third of what is needed to lower a 0.1% unemployment rate.

You can hardly blame Council of Economic Advisers head Austan Goolsbee for picking this moment to retreat to his tenured university post in Chicago. The professor tried to put a good face on things,

brushing away worries of a double dip and citing stiff but temporary "headwinds" from such factors as the Japanese-nuclear-disaster-related supply shocks and higher gasprices. Fed Chairman Ren Bernanke was somewhat more sober, admitting that the recovery was proving to be "uneven" and "frustratingly slow." Yet he gave no hint of being willing to helicopter in a third round of fiscal stimulus—at least not yet. "Mon-dary policy," he said, "cannot be apanace." Or as Goolsbee put it, it's time for the private sector to "stand un and lead the recovery."

sector to "stand up and lead the recovery."

If only. There may be s 2 trillion sitting on the balance sheets of American corporations globally, but firms show no signs of wanting to spend it in order to hire workers at home, however much Washington might hope they will. Meanwhile, the average American is feeling poorer by the week. "If one looks at unemployment and housing, it's clear that for all practical purposes, we have yet to fully get out of recession," says Harvard economist Ken Rogoff, summing up what everyone who doesn't live inside the Beltway Bubble is thinking. While the White House's official is

2011 growth estimate, locked in before Japan and the oil shock, is still 3,1%, most economic seers are betting on 2.6%. That's not nearly enough to propel us out of an unemployment crisis that threatens to create a lost generation of workers who can't find good jobs and may never find them. Welcome to the 2% econome.

While the Administration is taking a sort of "move along, nothing to see here" approach, Republicans are trying to pin every economic problem on Obama in the run-up to the 2012 election. Let's be clear: the slow growth the U.S. is experiencing is not an Obama-specific problem. Many of the ingredients in it were already baked into the economy and were simply laid bare by the financial crisis. According to research by Rogoff and economist Carmen Reinhart. it takes four years after a financial crisis just to get back to the same per capita GDP level you started with, and there's no doubt things would have been dramatically worse had the Administration not taken all the action it did in the wake of the crisis.

But at the same time, the growth problem is Obama's. Every President inherits his predecessor's economy; indeed, it's often what gets him the job. It's then up to the new guy to change the numbers as well as the debate. Now it looks as if Obama is losing that debate. The Republicans have pulled off a major (some would say cynical) miracle by convincing the majority of Americans that the way to jump-start the economy is to slash taxes on the wealthy and on cashhoarding corporations while cutting benefits for millions of Americans. It's fun-house math that can't work; we'll need both tax increases and sensible entitlement cuts to get back on track. Yet surveys show 50% of Americans think that not raising the debt ceiling is a good idea-that you can somehow starve your way to economic growth.

No wonder the rest of the world is so worried about our future. Sadly, other regions won't be able to help us out, as happened in 2008. Europe is in the middle of its own debt crisis. And emerging markets like China, which helped sustain American companies by buying everything from our heavy machinery to our luxury goods during the recession, are now slamming on the growth brakes. Why? They're worried about inflation, which is partly a result of the Fed's policy of increasing the money supply, known as quantitative easing. Much of that money ended up in stock markets, enriching the upper quarter of the population while the majority has been digging coins out from under couch



cushions. Investor money also chased oil prices way up (which hurts the poor most of all) and created bubbles in emerging economies. Now these things are coming back to bite us.

All this sounds complicated, and it is, But it's important to understand that our economy has changed over the past several decades in important and profound ways that politicians at both ends of the spectrum still don't get. There are half a billion middleclass people living abroad who can do our jobs. At the same time, technology has allowed companies to weather the recession almost entirely through job cuts. While Democrats may be downplaying the bad news, Republicans, obsessed with the sideshow that is the debt-ceiling debate, haven't offered a more cohesive explanation for the problems or any real solutions. Rather, both sides continue to push myths about what's happening and how the economy will-or won't-recover. Here are five of the most de structive myths and why we need to figure out a different path to growth.

MYTH NO. 1

This is a temporary blip, and then it's full steam ahead

TRUE, ONLY 12.2% OF ECONOMISTS SURveyed in the past few days by the Philadelphia Fed believe that the current backsliding will develop into a double-dip recession (though that percentage is up significantly from the start of the year). Avoiding a double dip is not the same as creating growth that's strong enough to revive the job market. In fact, there's an unfortunate snowball effect with growth and employment when they are weak. It used to take roughly six months for the U.S. to get back to a normal employment picture after a recession: the McKinsey Global Institute estimates it will take five years this time around. That lingering unemployment cuts GDP growth by reducing consumer demand, which in turn makes it harder to create jobs. We would need to create

r87,000 jobs a month, growing at a rate of 33%, to get to a healthy 5% unemployment rate by 2020. At the current rate of growth and job creation, we would maybe get halfway there by that time.

MYTH NO. 2

We can buy our way out of all this

WHILE A THIRD ROUND OF STIMULUS shouldn't be off the table in an emergency (Obama has already indicated it's a possibility if things get much worse), the risk-reward ratio isn't good. For starters, our creditors-the largest of which is China-would squawk about the debt implications of doling out more money, not to mention the risk of creating hot-money bubbles in their economies. That's almost beside the point, though, because the stimulus-which has taken the form of Fed purchases of T-bills designed to reduce long-term interest rates and make homeowner refinancing easier-isn't much help if homeowners don't have jobs that allow them to make any payments at all. Although foreclosures are declining, the supply of foreclosed homes for sale is undermining the real estate market, which is dampening consumer spending and sentiment. "It's time to move beyond financial Band-Aids," says Mohamed El-Erian, CEO of Pimco, the world's largest bond trader. "It's clear that the stimulus-induced recoverv hasn't overcome the structural challenges to large-scale job creation."

MYTH NO. 3

The private sector will make it all better

THERE IS A FUNDAMENTAL DISCONNECT between the fortunes of American companies, which are doing quite well, and American workers, most of whom are earning a lower hourly wage now than they did during the recession. The thing is, companies make plenty of money; they just don't spend it on workers here.

Half of Americans say they couldn't come up with \$2,000 in 30 days without selling some of their possessions. Meanwhile, companies are flush: American firms generated \$1.68 trillion in profit in the last guarter of 2010 alone. But many firms would think twice before putting their next factory or R&D center in the U.S. when they could put it in Brazil, China or India. These emerging-market nations are churning out 70 million new middle-class workers and consumers every year. That's one reason unemployment is high and wages are constrained here at home. This was true well before the recession and even before Obama arrived in office. From 2000 to 2007, the U.S. saw its weakest period of job creation since the Great Depression.

Nobel laureate Michael Spence, author of The Next Convergence, has looked at which American companies created jobs at home from 1990 to 2008, a period of extreme globalization. The results are startling. The companies that did busen ness in global markets, including manufacturers, banks, exporters, energy firms and financial services, contributed almost

Corporate income is un

Corporate income is up, but that's not leading to hiring



nothing to overall American job growth. The firms that did contribute were those operating mostly in the U.S. market, immute to global competition—health care companies, government agencies, retailers and hotels. Sadly, jobs in these sectors are lower paid and lower skilled than those that were outsourced. "When Ifirst looked at the data, I was kind of stumed," says Spence, who now advocates a German-style industrial policy to keep jobs in some high value sectors at home. Clearly, it's a myth that businesses are simply waiting for more economic and regulatory "certainty" to invest back home.

MYTH NO. 4

We'll pack up and move for new jobs

THE MYTH OF MOBILITY—THAT IF YOU build jobs, people will come—is no lone—is no lone to see the case. In fact, many people can't move, in part because they are underwater on their homes but also because the much heralded American labor mobility was declining even before this whole mess began. In the 1980s, about 1 out of 5 workers moved every year, mow only 1 of 10 does. That's due in part to the rise of the two career family—it's no longer an easy and obvious decision to move for Daf's job. This is a trend that will only grow stronger now that women are earning more advanced degrees and grabbing jobs in the fastest growing fields.

A bigger issue is that the available skills in the labor pool don't line up well with the available jobs. Case in point: there are million job openings today. "There's a

Gross domestic product

The economy is growing slower than in other recoveries



TIME June 20, 2011

tremendous mismatch in the jobs market right now," says McKinsey partner lames Manyika, co-author of a new study titled An Ecomory That Works; job Oreation and America's Future. "It runs across skill set set, gender, class and geography." A labor market bifurcated by gender, skill set and geography means that unemployed autoworkers in Michigan can't sell their underwater homes and retool as machinists in North Dakota, where homes are cheaper and the unemployment rate is under-5%.

MYTH NO. 5

Entrepreneurs are the foundation of the economy

ENTREPRENEURSHIP IS STILL ONE OF America's great strengths, right? Wrong. Rates of new-business creation have been contracting since the 1980s. Funny enough, that's just when the financial sector began to get a lot bigger. The two trends are not disconnected. A study by the Kauffman Foundation found an inverse correlation between the two. The explanation could be tied to the fact that the financial sector has sucked up so much talent that might have otherwise done something useful in Silicon Valley or in other entrepreneurial hubs. The credit crunch has exacerbated the problem. Lending is still constrained, and the old methods of selffunding a business-maxing out credit cards or taking a home-equity loan-are no longer as viable.

So where does it all leave us? With an economy that still needs a major shake-up. There are short-term and long-term solutions. Job No. 1 is to fix the housing market. While the government is understandably reluctant to get deeper into the loan business, it's clear that private markets aren't able to work through the pile of foreclosures quickly enough for house prices to stabilize. If the numbers don't improve in the next month or so, it might be time for the government to step in and either take on more failing loans (a TARP for homeowners as opposed to investment banks?) or pass rules that would allow more homeowners to negotiate better terms with lenders.

And let's not forget the youthunemployment crisis. There's now a generation of young workers who are in danger of being permanently sidetracked in the labor markets and disconnected from society. Research shows that the long-term

Mobility

A less mobile workforce means fewer people find employment

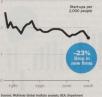


unemployed tend to be depressed, suffer greater health problems and even have shorter life expectancy. The youth unemployment rate is now 24%, compared with the overall rate of 9.1%. If and when these young people return to work, they'll earn 20% less over the next 15 to 20 years than peers who were employed. That increases the wealth divide that is one of the root causes of growing political populism in our country. While Republicans have pushed back against spending on broad government-sponsored work programs and retraining, it would behoove the Administration to keep pushing for a shortterm summer-work program to target the most at-risk groups.

But these are stoppaps. The real solutions of course, a menither quick nor easymaking them especially challenging for Congress. It's a cliche that better education is the path to a more competitive society, but it's not just about churning out more engineers than the Chinese. The US. will also need a lot more welders and administrative assistants with sharper communication skills. There's an argument for a good system of technical colleges, which would in turn require a frank conversation about

Start-ups

Fewer new companies are being started



Sources: McKinsey Global Institute analysis; BEA; Department

the fact that not everyone can or should shell out money for a four-year liberal-arts degree that may leave them overleveraged and underemployed.

The other major issue is bridging the divide between the fortunes of companies and the fortunes of workers. Democrats and Kepublicans argue about whether and how to get American corporations to repatriate money so it can be taxed, and again they are missing the point. For starters, it's hard to imagine that crafty corporate lawyers worn that would reduce the loop-holes that allow the 400 richest Americans to pay 8% income tax). The bottom line is that we have to find ways around that missing that allow the 400 richest Americans to pay 8% income tax). The bottom line is that we have to find ways to make the U.S. a more attractive destination for investment.

One way to do that is by considering a third-rail term: industrial policy, It's accept that needs to be rebranded, because Democrats and Republicans alike shuder at being associated with something so "anti-American." In fact, good industrial policy can be a useful economic nudge. It's not about creating a command-and-control economy like China's but about the private and public sectors coming together at every level, as in Germany, to decide how best to keep jobs a home.

The lesson of Germany is a good one. Back in 2000, the Germans were facing an economic rebalancing not unlike what the U.S. is experiencing. East and West Germany had unified, creating a huge wealth gap and high unemployment at a time when German jobs were moving to central Europe. The country didn't try to explain away the problem in quarterly blips but rather stared it directly in the face, CEOs sat down with labor leaders as partners; union reps sit on management boards in Germany. The government offered firms temporary subsidies to forestall outsourcing. Corporate leaders worked with educators to churn out a labor force with the right skills. It worked. Today Germany has not only higher levels of growth but also lower levels of unemployment than it did prerecession

In our politically polarized society, such cooperation may seen impossible. But Germany after the fall of the Berlin Wall was perhaps far more polarized. It is worth remembering that economic change tends to happen only during crises. We've survived the banking reisis. How we deal with the longer range crisis—the crisis of growth and unemployment—will define our economic future for not just the next few quarters but the next few decades.

Partners for transformation

If your business is on the path of transformation and your goals go beyond borders, we may already be partners. If not, it may just be a matter of time.

Telefónica transforms possibilities into realities for 280 million customers in more than 25 countries. Transformations that make us the largest globally integrated telecom, and named #1 on FORTUNE Magazine's World's Most Admired Companies'® 2011 in the telecommunications industry.



Telefonica





WHITE HOUSE MEMO

Grin and Bear It With the economy sputtering again, Washington has no plans to ride to the rescue

BY MICHAEL SCHERER

Obama sat down with House Republicans on June 1 to talk about the exploding public debt, the economic data had been grim for days: another decline in home values, a new dip in consumer confidence and, just that morning, the lowest manufacturing sector growth rate in more than a year and a dismal payroll report showing job growth far below expectations.

In another era, these sorts of numbers would have led to a predictable chain of events for either a Republican or a Democratic President: rush to the cameras, empathize with



those suffering the pain and declare that help is on the way. But at the closed-door White House meeting this month, Obama made no mention of new, short-term fixes for the latest had news. Instead, the discussion focused on long-term problems: the inefficient tax code, the federal deficit, growing debt and the need for entitlement reform. House Republicans emerged triumphant, since the debate had shifted to their turf, "I'm looking forward to more serious conversations about how we reduce the deficit and the debt," said Speaker John Boehner.

A few days later, Obama

seemed to minimize the bad news, declaring it little more than "bumps on the road to recovery." But no one should mistake the President's public optimism for a lack of concern. These are white-knuckle days at the White House as the nation awaits word on whether the latest economic disappointments are a blip or a trend that will delay the recovery. No President since Franklin Roosevelt has won re-election with unemployment higher than 7.2%, and Obama's own economists in February predicted 8.6% unemployment in 2012. That number may vet be revised upward in light of recent economic headwinds. including the Japanese earthquake, gasoline prices approaching \$4 a gallon and continued economic troubles in Europe. "We could use a break," admits one Administration official.

But with 7 million fewer people employed than at the start of the recession and only marginal relief in sight, the concern is not merely political. Economists who have left the Obama Administration. including the former top economist Christina Romer. say more stimulus is needed. "The risk is that what we are facing now is many years of anemic growth," says Romer, who believes it's time for a cut in payroll taxes on employers. "We somehow have decided it's O.K. that 9% of the country is unemployed."

For now, Obama's aides have chosen to take a careful path, aiming to spur short-term growth while protecting the President from Republican charges that he is a Big Government big spender. How? In public, they talk of "leveraging the private sector" and "investing in the future," with more long-term funds for infrastructure, education

The Economic-Team Hokey Pokey



Jared
Bernstein
A progressive voice
now agitating from
the sidelines



Christina Romer The Depression-era scholar who wishes Democrats did more



Lawrence
Summers
The controversial
prodigy returns to



ON THE WAY OUT Austan Goolsbee Family and career trump another year of D.C. gridlock



Jason
Furman
A rising Democratic
policy star outlasts
his mentors



Gene Sperling A wheeling, dealing Clinton vet plays point man on the Hill

and energy, not more bailouts or stimulus. The White House agrees with Boehner that long-term budget cuts and entitlement reforms could add some confidence to the markets, but some Obama aides also want more short-term stimulus to make sure the economy does not languish. "In an ideal world," says one Obama adviser, "you would still have a little more help to the economy to the toop the properties of the p

That ideal world hasn't existed since well before the midterm elections. Exit polls in 2010 found that voters said reducing deficits was a higher priority than spending moneyt ocreate jobs—a clear

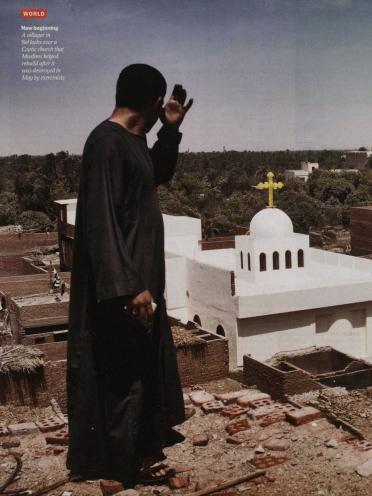
rejection of Keynesian theories, which hold that in hard times, government should increase spending and decrease taxes. The concern was not only among Republicans 32% of voters who favored deficit reduction voted for Democrats last fall.

Since then, talk of spend-

ing more has been a non-

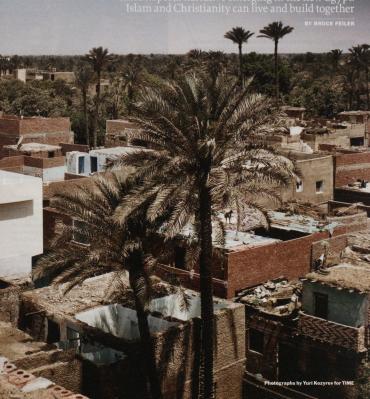
starter. Yes, the President succeeded in pushing some relief through in December in a deal with Republicans, winning hundreds of billions in tax breaks for business and employees in a deal that also extended tax cuts for the wealthiest Americans, And ves, the Federal Reserve has credited those tax breaks with largely counteracting the effects of rising gas prices this year. But as a political matter, talking about spending more money that the government doesn't have has become too risky. In the absence of a new influx of government support, the President is offering empathy and optimism, as well as smaller initiatives like a new manufacturing-skills certification program for community colleges, which will be developed by the private sector. "I'm not concerned about a double-dip recession," Obama said on June 7. "But we've still got some enormous work to do.'

It is work that will most likely have to be done without the typical quick-response stimulus, as practiced most recently by Obama and George W. Bush, who cut \$168 billion in checks to Americans in 2008. With the re-election season already under way, policymaking has moved on. Barring a major downturn, more help is not on the way this year. In Washington, elections matter. The people have spoken. And now, they are on their own.



THE CRESCENT AND THE CROSS

Headlines about Muslim-Coptic violence hide a more hopeful narrative emerging in the new Egypt: Islam and Christianity can live and build together



ARLY IN THE EVENING OF JUNE 7, CHILDREN SWARMED in from of the Virgin Mary Church in Cairo's Imbaba slum, carrying pink carnations. They were there to greet Egypt's interim Prime Minister, Essam Sharaf, who had arrived to inaugurate the \$1 million rebuilding of the church, which had been burned in an outbreak of sectarian strife in May. But while the initial wave of violence, in which 15 people were killed, made front-page headlines around the world and stoked fears that the Arab Spring was devolving into a Summer of Discontent, the news of the exultant reopening barely made a blip. That gap hints at a larger truth: instead of exacerbating religious tension, as is commonly perceived, the Arab Spring may be opening a new era in Islam's relations with the rest of the world.

Beyond their political implications, the religious dimensions of the Middle East uprisings have always been central, particularly to the West. Ever since g/rt, the West and Islam have been locked in a chilly standoff. The relationship was captured by Harvard professor Samuel Huntington's lightningrod phrase "the Clash of Civilizations." Huntington's thesis, which was roundly trashed when it was published as an article in 1939 but became a best seller in book form following Sept. 11, was that Islam taught Muslims to be hostile to freedom, pluralism and individualism.

At first blush, the Arab Spring seemed to render Huntington's dea deader than ever. In up to 20 Islamic countries, Muslims marched in the face of bullets, tanks and water cannons, demanding the exact human dignities that parades of commentators had assured the American public Muslims didn't want. If anything, the uprisings of 2011, coupled with the death of Osama bin Laden, raised the tantalizing possibility that the West and Islam, which came to the brink of a Holy War in the past decade, might finally be able to build a Holy Peace. Could the Clash of Civilizations be giving way at last to the Convergence of Civilizations?

In recent months, the news from Egypt suggested the answer is no. The downfall of the dictator Hosni Mubarak seemed to unleash all kinds of pent-up religious hatreds. One of the most visible began in Imbaba on May 7. Rumors circulated that a Christian woman who had converted to Islam to marry a Muslim man had been kidnapped and was being held captive in a local church, St. Mina. Muslims, many from the ultraconservative Salafi sect, began marching on the facility. Coptic Christians, who make up about 10% of the country, hurried to its defense. Thousands gathered, brandishing makeshift weapons and hurling insults. Street fighting broke out, and by the time the melee ended the following morning, 15 people had been killed and more than 200 wounded, and three Coptic churches, including the Virgin Mary Church, were in flames.

Episodes like this one, reported around the world, fit into a



narrative of extremist Muslim aggression and intolerance that has dominated American public discourse since Sept. 11. But what this story line misses is that a powerful new narrative has emerged from the Middle East in recent months that, for the first time in a generation, poses a serious threat to the fundamentalists' appeal. And that narrative can also be told from the recent sectarian events in Egypt. It is a story of the rise of a moderate coalition and its counterattack against extremism.

The best example of that story unfolded two hours south of Cairo in the tiny village of Sol, in Helwan governate. A place of dirt-lined streets on the border of the desert, Sol was the site of the first church burning in the days after Mubarak's fall. Rumors played a large part in this conflict too: a Christian man had been in a romantic relationship with a Muslim woman, a domestic dispute broke out within the woman's family over her actions, and two people were killed, including her father.

After the funerals, a crowd of Muslims went looking for the Christian man, who they heard had sought refuge in the church. When word spread that someone found evidence that black magic was being performed on Muslims inside the church, the crowd set the building ablaze. It was exactly the sort of violence Mubarak had warned about for years. Keep me in power or sectarian divisions will rip apart the country.

Only this time, just as quickly as this situation flared, something unexpected happened. A group of young Muslim and Christian leaders in Cairo who had worked together during the revolution swept into Sol to address the situation. The group was





Spirit of togetherness Coptic Christians and Muslims raise a cross and the Qur'an on the 13th day of the protests in Tahrir Square calling for the end of the Mubarak regime

building on the spirit of Muslim-Christian partnership that had developed in Tahrir Square. Day after day during the revolution, Christians locked arms to protect Muslims during prayers. Muslims did the same for Christians during Mass.

On occasion, Muslims and Christians linked arms to protect Cairo's historic synagogue. The protesters even adopted an inter-locking crescent and cross as their symbol of an ew Egypt. Hossam Bahgal, executive director of the Egyptian Initiative for Personal Bights, which tracks sectarian strife, says that "during the revolution, the moral threshold shifted. Suddenly everyone, including the Muslim Brotherhood, was saying, 'Of course Egypt is for all Ecyptians (Of course there should be no discrimination."

Sol offered a test of this harmony, and the results were striking. Within 24 hours, Hany Hanna Aziz Hanna, a conservator with the Department of Antiquities who became one of the leading Copts during the revolution, helped organize a delegation to visit the town. Members included Muslim Brotherhood political head Mohamed el-Beltagy, Salafi shelk Mohamed Hassan and various military leaders. The delegation hosted reconcillation talks in a local dignitary's house, then held a unity rally outdoors. As popular leelyangelist Amr Khaled, often called "Stam's Billy with the control of the cont

'My message here today for Muslims and Christians is, Let's be one hand.'

-AMR KHALED, MUSLIM

Graham," told the crowd, "My message here today for Muslims and Christians is, Let's be one hand."

The military promised to rebuild the church. When I visited a few weeks later, the four-story facility and adjoining community center were already abuzz with activity. As armored personnel carriers protected the narrow road, dozens of menoral lages, social classes and faiths—were busy laying bricks, stretching electrical wire and hammering studs. It was the visible manifestation of an evolving Middle East. It think we can be an example to other countries where Muslims and Christians live side by side," Hanna told me.

A similar outpouring followed the recent attacks in Cairo. Egypt's most respected Muslim religious authority, the Sheik of al-Azhar, denounced the violence, as did the Muslim Brother-hood. Youth organizers called a unity rally for Tahrir Square. And most telling of all, Prime Minister Sharaf canceled a trip abroad to summon an emergency Cabinet meeting, the military council arrested 190 people and subsequently announced it would put 48 on trial, and the government issued a ban on demonstrations in front of houses of worship. Reaction, counterreaction. It was a struggle for the future of faith.

So how should we in the West respond to all of this? First, we should be reminded once again that Islam itself is not the problem. Sure, the Qur'an, like the Bible, can be exploited for political purposes. Sure, a conservative form of Islam is still popular in the Middle East. But so is a more centrist, sensible version that denounces violence and rejects extremism. A poll taken in April, after the events in Sol, showed that 84% of Egyptians thought Copts and other minorities should be able to practice their religion freedy.

Second, we should remember that the chief battle in the Middle East right now is for the hearts and minds of young peoplenot the Arab street, as we've been wrongly branding them, but the Arab schoolhouse. These young Muslims are actively involved in shaping events, and they are willing to take on entrenched forces, including relicious ones.

Third, we should recognize that young people now have two competing narratives from which to choose: the jihadists' call for orthodoxy, violence and terrorism, or the path, which the youth

y, violence and terrorism, or the pain, which the yound helped create this year, of coesistence, ballot boxes and job opportunities. Our role in the West should be to help cultivate this new narrative, to hear in its messy, pluralist totality the voice of moderate Islam we have been claiming we want to hear since Sept. 11. And to look past the headlines of church burnings and recognize the miracles of Imbaba and Sol.



Adapted from Generation Freedom by Bruce Feiler, © 2011. Published by Harper Perennial

HOW TO STOP THE SUPERBUGS

The E. coli outbreak that started in Germany reveals how hard it is to police a global food supply—and how important, as bacteria grow more deadly

BY ALICE PARK

LOBAL CONTAGIONS ALWAYS start off small, and like most small things, they're easy to miss. The patient in Hamburg who went to the hospital on May 18 complaining of diarrhea, cramps and vomiting and was first suspected of having an inflammatory bowel condition would likely have gone unnoticed. But when four more patients in the same city became ill over the next two days with similar symptoms, German health officials started to pay attention.

Within weeks, the country-and soon the continent and the rest of the worldhad a disaster on its hands, battling one of the biggest outbreaks ever of deadly E. coli bacteria. The infection has spread to a dozen countries, sickened more than 2,600 people and caused 25 deaths. One American has a confirmed case of the bug, and three others in the U.S. who recently visited Hamburg may have gotten sick from it as well. Authorities know what is responsible-a particularly nasty and rare version of E. coli called O104:H4-but figuring out how this pathogen made its way into the food supply is a trickier challenge. First it was Spanish cucumbers-but then it wasn't. Then it was German sprouts, except it wasn't those either-unless maybe it really was, some unconvinced health officials still warn, as the investigation continues. In both cases, smart epidemiological tracking pointed straight to those suspects, but DNA testing failed to nail them. Russia, which is hoping for membership in the World Trade Organization, took a characteristically extreme approach, hanning imports of all European Union produce. U.S. consumers are holding their breath, knowing that an increasingly globalized food market means that E. coffin Hamburg could be just a single transatlantic shipment away from becoming. E. coff in Houston or Harrisburg, agiven the most recent report from the U.S. Centers for Disease Control and Prevention (CDC), that worry may be justified.

In its latest evaluation of food-borne illnesses, the agency reports that in the past 15 years, outbreaks of salmonella infection in the U.S. from contaminated foods such as eggs, meat, poultry and nuts have not declined, despite efforts to improve education about safe handling of food. And while a newly passed law gives the Food and Drug Administration expanded authority to inspect, test and hold imported foods until they are deemed safe to eat, budget cuts threaten to strip the agency of those powers before it can exercise them. President Obama requested \$955 million for foodsafety measures in his most recent budget, but the House Appropriations Committee slashed that request to \$750 million, or \$87 million below what the agency is already investing in the area. Still, while it's true that our food supply faces serious challenges, the U.S. has some advantages over the E.U. when it comes to preventing this kind of disaster.

Europe's response to the current outbreak has been so scattered mainly because there's no single authority in charge—either across the continent or within Germany.





So are the sprouts to blame? Suspicions first fell on cucumbers from Spain, then on sprouts from an organic farm in Germany—but DNA tests have not confirmed a culprit



Disease Detectives Tracing an outbreak back

to its source



Once public-health

officials suspect an outbreak, they start creating a profile of all nossible cases share can help point to a possible cause, in this case, E. coli, Both sick and healthy people receive questionnaires

asking what they ate, where they ate and where else they've been.



With questionnaire data in hand.

investigators refine their search, trying to trace where the infected food came from. Which grocery stores or restaurants did the sick individuals frequent? Did they all visit a particular farm or other facility?



Investigators go to the and sift through shipment records to find out the origins of

the foods. Since most such businesses get shipments from various distributors, this can take days or even weeks.



4. Narrowing the search Investigators go to

distributors' warehouses and inspect their records and current supplies. They study packaging and try to determine which farms provided which products at the key times.



5. At the source The final investigations

take place on the farms where the food was grown. The teams inspect crops (including irrigation and proximity of animals to vegetable fields). They look at collection methods and facilities as well as packing methods to determine if the bacteria came from infected animals or was spread by handling.

Eater Beware To see 10 of the most pivotal food scares ever, visit time.com/foodscares

The Robert Koch Institute in Berlin is the nation's federal authority for disease control, but state health officials are conducting their own tests and often release their find ings directly to the public. "There is no central network to coordinate the response to an E. coli outbreak on a national level," says Flemming Scheutz, director of the World Health Organization's E. coli research center at Statens Serum Institute in Copenhagen. As an E.U. member country, Germany is obliged to report food-contamination incidents to the European Commission, which has its own disease-control center and alert system for outbreaks. Piecemeal surveillance leads to a fragmented investigative network, which, coupled with the pressure to find a culprit fast, can easily result in the kinds of unconfirmed reports that have occurred in the past few weeks.

The U.S. is hardly monolithic when it comes to dealing with food-borne contagions; 50 states means 50 state health departments that can get involved in an investigation. But the CDC links with local officials and serves as a centralized clearinghouse for information and laboratory testing. In a 2006 outbreak of a strain of E. coli that sickened nearly 200 people, it took the agency and two state health departments just six days from the first identification of clusters of illness to trace the contamination to spinach at specific processing plants.

But good coordination is not always enough. No matter how strong food-safety policies are, bugs like E. coli can find their way into meat and other foods, especially fruits and vegetables such as spinach, peppers and onions. In fact, we live with certain colonies of E. coli in our gut, and the bugs are essential to helping us digest and break down food. But E. coli is notoriously promiscuous, adept at swapping genetic material not just with other strains but with other organisms as well. Crowded conditions for cattle, sheep and other livestock that can harbor colonies of E. coli provide the ideal environment for games of genetic roulette. And all of that makes the bacterium especially nimble, able to mutate easily into ever more destructive forms. The U.S. got a taste of that nightmare in 1993, when E. coli O157 caused its first significant outbreak of illness, with others to follow-principally through hamburger meat and spinach.

The current bug, O104:H4, is even deadlier. A rare strain that in the past has caused illness in limited numbers only. O104:H4 combines a powerful toxin known as Shiga toxin with a form of bacterial glue that sticks the organism to the gut wall for up to two weeks, providing it with the perfect spot from which to release its poison. Once in our bodies, the toxin breaks down red blood cells, leading to clots and strokes, and targets kidney cells, causing a form of kidney failure known as hemolytic uremic syndrome (HUS)-and sometimes death. Some patients who develop HUS and recover may need dialysis for the rest of their lives, "In terms of the numbers of cases of HUS, what we're seeing in Germany is much bigger than anything we've seen before," says Dr. Robert Tauxe of the CDC. "That does surprise me."

In most E. coli outbreaks, contamination starts with an infected ruminant-a cow, sheep or goat. Although it doesn't become ill. once the animal is slaughtered, the raw meat can cause illness, and people or utensils that come into contact with the raw meat can spread the contamination. Cooking contaminated meat generally kills E. coli, but increasingly, the bacteria have been showing up in produce that most people eat raw. Farmers often use manure to fertilize vegetable crops, and contaminated feces could spread the bacteria to these foods. Infected runoff from agricultural pastures could also reach crops and deposit E. coli in the roots or leaves of plants. Given that we're in the midst of the spring and summer growing season, more people are eating fresh produce, which may be a reason so many have become ill.

And treating these people isn't easy. Antibiotics aren't always the answer, since the drugs may merely provoke the bugs and lead them to pump out even more toxin. Much of the health care patients need involves hydration with intravenous fluids and treatment of blood clots, strokes and kidney failure with the appropriate supportive therapies.

As the number of new cases starts to abate, many countries, including the U.S., will continue to put German imports under special scrutiny. Meanwhile, individuals can take preventive action like washing their hands before and after handling raw food, thoroughly washing produceespecially the kinds eaten raw-and cooking food properly. "The tragic E. coli outbreak in Europe reminds us that investing in prevention of food-safety problems is ultimately the only way to provide the protection that consumers expect and to avoid economic and social disruption," says Dr. Elisabeth Hagen, Under Secretary for Food Safety at the U.S. Department of Agriculture. For now, the U.S. maintains a bit of an edge in this kind of preparedness, but it's an edge that could erode fast. -WITH REPORTING BY LEO CENDROWICZ/

BRUSSELS AND TRISTANA MOORE/BERLIN



BUSINESS EDUCATION
 WORKPLACE
 CAREERS
 STROLLERS live in the know .

Subscribe at WSJ.COM

Life After High School We're obsessed with those four years.



But new research shows we're not defined by them By Annie Murphy Paul "I kind of just do what I feel like. I hang out with people I like."

ZOE SEMISC, 15 "I didn't even consider myself as being in a specific group. Maybe it's my school, but it's not that cliquey."



BRYAN REYNOSO, 14 "Me and my friends consider ourselves the cool kids because we're just very chill and love making music and performing and dancing,"

about many scary things: the firebombing of Dresden, the firebombing of Dresden, the aftermath of the Vietnam War, the specter of individuals controlled by the state or by technology. But the most unnerving image he ever put on paper may have been this, written when he was 4y years old, recounting the words of a fellow Indianapolis high school of a word of a word of a fellow under the property on get to be our age, you all of a sudden realize that you are being ruled by people you went to high school with ... You all of a sudden catch on that life is nothing but high school."

It's a chilling vision. The cutthroat competition, ruthless power plays and rigid status hierarchy all extended into eternity? Even those of us who liked high school wouldn't want to spend a lifetime there.

Ormaybe we do. Popular culture is dominated by depictions of high school Glee and Gossip Girl, High School Musical and Prom. Earlier generations mined the same terrain, from Grosse and The Breakfast Lido to Boerly Hills, 2021 and My So-Called Life. Our educational system is fixated on the performance of high school students, the key to their all-important college admissions. Socialnetworking sites mean you never have to lose touch with your friends from high school. And every spring we enter the promcommencement-reunion cycle, a trifects of targirkers that suggest that high school is

Recent research suggests that popularity isn't an entirely positive phenomenon

still very much with us. The latest trend is "adult proms" formal dances for grownups, complete with sequined dresses and rented tuxedos, which are being held this spring in Fort Wayne, Ind.; Beverly, Mass.; Decatur, Ga.; and Cedar Rapids, Iowa. "From the way you always wanted it," read the ad for an adult prom in Green Bay, Wis.

Are those four fraught years the crucible in which our adult identities are forged, or are they a passing phase, faded as an orchid corsage? I found myself confronted by this question when the phone rang at my house this spring. "Hello, Annie," said the startlingly familiar voice on the other end. "This is Mr. Frank." In an instant, the 20 years since I graduated from high school evaporated, and I was back in his 11thgrade history class-back in the world of pop quizzes, of homeroom and gym class, of cafeteria cliques and student-body elections. But Mr. Frank was calling to invite me to be the commencement speaker at this year's graduation.

I couldn't have been more flabbergasted if he had called to award me a Nobel Prize. I had been a quiet and studious teenager, a bespectacled wallflower among the chatty debutantes and lacrosse players at my allgirls private school, I bloomed later, in college, where I wrote a column for the school newspaper and co-edited a campus magazine; as an adult, I became a journalist and an author-which, presumably, is why my school asked me to speak. But what would I say? My idiosyncratic path toward career and family would seem to offer little guidance to young people on the matters they find most pressing: What does the future hold for them? How will their teenage experiences affect their adult lives? Will the identities they formed in high school carry over into the real world, or will they be able, if they choose, to leave them behind?

Popularity Contests

"We'VE ALL WONDERED AT TIMES IF HIGH school determines who we become as adults, and now we have the empirical data to test that notion; "says Pamela Hard an associate professor of public affairs and sociology at the University of Wisconsin at Madison. Herd is the co-director of the Wisconsin Longitudinal Study, one of the Hargest and longest running investigations of how lives unfold in high school and beyond. The study, funded by the National Institute on Aging, has followed more





RACHEL TRACHTENBURG, 17 "I would identify myself with artsy weirdos."

than 10,000 members of Wisconsin's 1957 graduating class for more than 50 years, beginning when they were seniors and continuing through decades of establishing careers and raising families to their lives as retirees and grandparents.

The Wisconsin program is the grand-addy of a generation of studies that are just coming to fruition. They're being joined by a slew of shorter-term studies conducted by psychologists, sociologists, economists and epidemiologists, researchers from varied fields who have all taken an interest in the high school years. "Social scientists are realizing that many of our adult outcomes can be traced back, at least in part, to our experimences in high school,"says Robert Crosnoc, a sociologist at the University of Texas at Austin and the author of Fitting In, Stanfing Out, a new book that draws on his seven year study of the adolescent social selection of the surface of the service of the servi

It's not just the turbulent life stage of adolescence that has consequences for our later lives, Crosnoe stresses, but also the interactions of this developmental transition with the structures and hierarchies of high school. The institution hastis origins in the secondary schools of the early spith entury, but it was only in the past 50 years or so-when high schools swelled as the children of the baby boom entered adolescence and youth culture took center stage—that our popular notion of high school took shape. Namely: high school as a formative life

experience, as social as it is academic, in which students encounter a jostling bazaar of potential identities—from jock to prep to geek—and choose (or are assigned) one that will stay with them for years to come.

And yes, there's some truth to the year predictions, social scientists find. Broadly speaking, the braing yrinds and the glad-handing class officers achievesuces as adults. The jocks are fitter and in better health. The outcasts and dropouts are more likely to be depressed and unemployed. The kids who drank and smoked pot under the bleachers are mostly still drinking and doping, sometimes to excess.

But it may be time for a re-evaluation of many of our notions about what matters in

'I was a floater, someone who could sit at the edge of a lot of different groups in the cafeteria but who never felt fully part of any of them.'

AUTHOR OF THE GEEKS SHALL INHERIT THE EARTH high school, say researchers who study adolescence and its aftermath, including popularity and friendship, intelligence and hard work. For example, "popularity is not all it's cracked up to be," says Kathleen Boykin McElhaney, a psychologist at the University of Virginia. Her study of 164 adolescents. published in the journal Child Development in 2008, found that teenagers who don't belong to their schools' in groups can still function well socially-if they find a comfortable niche among their classmates. As long as they feel happy with themselves and their friends, it doesn't matter how popular they are. "Our work shows that popularity isn't all that important," says McElhaney. "The key is finding a group of people with whom you can feel at ease being yourself."

mindry out carrier a case drug youszer. Indeed, recent research suggests that popularity isn't entirely positive. Belonging to the cool crowd is associated with higher rates of drinking, drug use, sexual activity and minor delinquency during adolescence. And the connection between social status and risky behavior may be a lasting one: a study co authored last year by Marlene J. Sandstrom, a professor of psychology at Williams College, reported that popularity in high school was associated with higher rates of substance abuse and sexual promising cuits in the three wears after raduation.

What's more, popular kids may not even be well liked. Researchers distinguish between two types of popularity: "perceived



ERIKO TSUJIMURA, 16 "I would consider myself a secret dancer, because people secretly don't know that I do dance. I'm also kind of a freak."



EMMET TERAN, 14 "I'm a stand-up comedian. I don't belong to any specific groups, but I like to make people laugh."

Where Are They Now?

qualities carr the real world

The Class Officer

High school students who are involved in extracurricular activities like community service and student government are more likely to vote, volunteer in their communities and be involved in social causes as adults.

The Cheerleader Using data from the Wisconsin Longitudinal Study, researchers have determined that the more friends students had in high school, the more money they were earning 35 years later—

The Brain High school

students with good grades and test scores are more likely to go to college and more likely to go to college and more likely to go excel once they're there. More surprising, data from the Wisconsin class of '57 show that the higher a student's academic rank in high school, the lower the probability that he or she experienced health problems in late middle age.

The Jock

Research has long reported that male high school athletes make more make more may as adults than do men who didn't play sports. More-recent studies show that athletics can make a difference for women too gifts who play sports become women who make more gronely, are more likely to enter high-skill, male-dominated professions and enjoy better health as they age.

popularity," or how socially prominent individuals are, and "sociometric popularity." or how well liked they are. Membership in the two groups often doesn't overlap. Sociometrically popular teens have a wide group of friends and are described by classmates as "trustworthy" and "kind"; perceivedpopular students are admired and envied by their peers but are also regarded as "arrogant" and "stuck-up." And no wonder: many studies have linked perceived popularity to high levels of what researchers call "relational aggression": spreading gossip, engaging in taunting and bullying and practicing exclusion and the silent treatment in order to maintain one's social position.

If the populars don't have a lock on friendship, neither do the brains have an exclusive claim on post-high school success. In a study conducted last year, Stephen D.H. Hsu and James Schombert, physics professors at the University of Oregon, analyzed undergraduates' high school test scores and college grades. "Low SAT scores do not preclude high performance in most majors," they reported. High-achieving students often get that way through dogged effort. they pointed out, rather than innate brilliance. "Our results suggest that almost any student admitted to university can achieve academic success, if they work hard enough," the authors concluded. Another study, by economists leffrey

S. Zax and Daniel I. Rees of the University of Colorado, examined the connection between individuals' IQ and academic performance, measured in the last year of high school, and how much money they were making in their mid-yos and then in their early yos. Using data from the Wisconsi Longitudinal Study, they concluded that "previous analyses have overstated the role of intelligence in economic success." Hard work and the development of capacities like conscientiousness and cooperation also matter for success—not to menting prosonal satisfaction and fulfillment. Coveted as they are in high school, brains and popularity extremely wis 64 in the real world.

The Quirk Factor

THAT'S A MESSAGE MANY OF TODAY'S HIGH school students need to hear. An increasing number of American teenagers feel excluded by a relentlessly conformist school environment, says Alexandra Robbins, author of the new book The Geeks Shall Inherit the Earth. They're the casualties of a Lord of the Flies social scene defined by the pressures of standardized tests and college admissions, the hypersexual and hypermaterialistic advertising of retailers like Abercrombie & Fitch and the mean-girl dramas of shows like Gossip Girl. Robbins calls them the "cafeteria fringe": the kids who can't find a seat at the table at lunchtime, who are rejected for infractions as minor as wearing the wrong jeans. An author of several best-selling books

on young people, Robbins began thinking about these students' plight when she was visiting schools across the country to speak





JULIA CUMMING, 15 "I think it's important to have at least a few close friends."

about her 2006 book, The Overachievers. "Kids would come up to talk to me after my readings, and the ones I found most interesting and appealing were often those who described themselves as outsiders," she says. "I wanted to know what their experience of high school was like and what happened to them after rarduation."

The result was The Geeks, which contends that young people will be well served in adult life by the same characteristics that made them unpopular in high school. She calls this premise "quirk theory" and describes it this way: "Many of the differences that cause a student to be excluded in school are the identical traits or real-world skills that others will value, love, respect or find compelling about that person in adulthood and outside the school setting." If Robbins is any guide, high school outcasts have a lot to look forward to. Attractive, confident and successful, Robbins cheerfully admits that she was a dork in high school. "I was a floater," she says, "someone who could sit at the edge of a lot of different groups in the cafeteria but who never felt fully part of any of them." Finding herself at home on many weekend nights, Robbins threw herself into her studies. She was admitted to Yale and flourished in college and in life.

But she remains in touch with her inner outsider. "I'm still a dork," she claims. "I'm sure my dorkiness has helped me in my work—helped me to connect with teenagers and convey their sense of the world in my writing." Robbins wants kids who are suffering through high school now to know what she's come to realize in retrospect.
"There is nothing wrong with you just because you havent yet met people who share
your interests or outlook on life," she tells lost
readers of The Goeks. "Unless you are doing
something unhealthy or destructive, take
from that you will eventually meet people
who will appreciate you for being
who will appreciate you for being
who."

For some unhappy teens, though, life is bad in high school and threatens to stay that way if they don't get help. For these students—the ones with drug and alcohol problems, the ones who are bullied and harassed, the ones who drop out of school altogether—intervention by adults is more important than ever, says Crosnoe. 'Education is critical to making our way in today's society, especially today's economy, and kids who miss out on the full academic and social experience of high school will feel the effects of that lack reverberate through their lives for many vears to come.

For the rest of us, high school is one important experience among many—a lasting influence but hardly determinative. In the study by Zax and Rees, the authors ended on an unexpected note. "The most striking result," they said, was how little they were able to predict about repole's adult lives from characteristics measured in adolescence. At least 75% of the variation seen among people in middle age couldn't be foretold from what they were like in high school—meaning, they wrote, that "there is plenty of oppor-

tunity for individuals to rise above or fall below the level to which their endowments and environment might direct them."

This, I've decided, is what I'll tell the class of zort at my high school. Don't put any limits on what you think you can do. I was a shy, bookish teenager who hid behind long hair. Now I go on television to talk about my books and articles and give speeches without feeling a single butterfly. What you'll become may be beyond you'll magning now. Who, after all, would have predicted that a long-haired loner like Bruce Springsteen from Freehold High School in New Jersey would become the Boss? That Barry Obama, the Scholarship kid at Punahou School in Hawaii, would become President of the United States?

Or consider the student who was the Tuesday editor of his high school's daily newspaper, the kid who worked at the fam ily hardware store in the summer, the one affectionately called Snarf by his classmates for absentmindedly sniffing his armpits. Who would have predicted hed go on to write Slaughterhouse-Five and Carls Cradle? To his classmates, he was just "Kurt Snarfield Vonnegut It," as the gibe in his high school yearbook went.

But that was before: before Vonnegut fought in a world war, before he fell in love with his wife and raised his children, before he trained his keen eye and acid tongue on the foibles of American society. The same society that just loves to reminisce about high school.

- "...it's awesome...the best sounding TV ever made!" Complex on
- "...the most dramatic home theater product introduced since the Blu-ray Disc player." DigitalTrends.com
- "...eliminates complexity, confusion and the clutter...impeccably Conceived system." Rich Warren, News-Gazette
- "...the Click Pad Remote...which can control up to five high definition entertainment devices, makes this a powerful system that's simply controlled with a single remote." Murray Hill, Postmedia News Service
- "...Bose's new click pad...is the most user-friendly universal remote we've ever tried." The Wall Street Journal



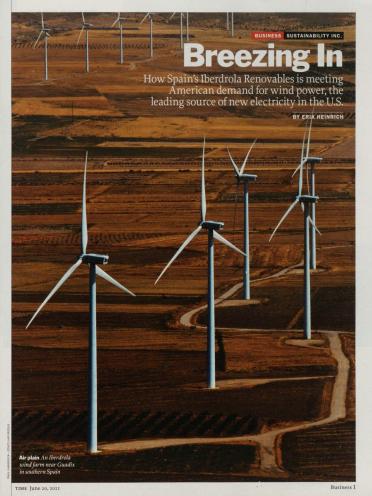
"...you owe it to yourself to experience the VideoWave Entertainment System. It's a true breakthrough." - DigitalTrends.com

Visit your nearest Bose® Store for an experience we believe you will never forget!

And enter to win a VideoWave entertainment system. For store locations, visit Bose.com/Experience or call 1-800-308-2073.









OME 150 MILES NORTH OF Phoenix, on the edge of Arizona's Tonto National Forest-a stark high-desert landscape of burnt-orange mesas, saguaro cacti and ponderosa pines-sits the state's first commercial-scale wind farm. The giant turbines of the Dry Lake Wind Power Project resemble the creatures that literary hero Don Quixote jousted against in La Mancha. Which is fitting, since this wind farm is owned by Iberdrola Renovables, the world's biggest producer of wind power, based in Valencia, Spain. With operations in 23 countries, including Britain, Romania and Brazil, Iberdrola Renovables is rolling hard and fast. nowhere more so than in the United States. Chairman Ignacio Galán could not be more effusive about his company's prospects there, calling the Obama Administration's support of renewables an "unprecedented success." The company's rapid-fire growth was made possible by President Obama's decision to invest heavily in renewable energy to fight climate change-and recessionunder his economic-recovery plan. As part of that plan, Iberdrola received over \$1 billion in cash grants from the U.S. Treasury, the biggest sum ever awarded to a renewable company anywhere.

Wind is still a relatively small part of the U.S. energy grid: it makes up just 2.4%

of total supply. (Renewables as a whole make up 11%, with hydro at 7% and the balance coming from solar, geothermal and biomass.) President Obama's latest target is to have 80% of U.S. energy needs supplied by clean sources by 2035. Environmentalists are pushing for as much as 35% of that to come from renewables. Hydropower is not expected to move the needle, because this would require construction of hugely expensive megadams with questionable environmental impacts. Solar is unlikely to contribute much without a technological breakthrough that makes it price competitive. That leaves wind to do the heavy lifting.

Fortunately, there's plenty of it in the U.S., which, along with Canada, Russia and China, is one of the prime natural sources of wind power in the world, Last year alone in the U.S., Iberdrola brought a total of 1.043 megawatts of new wind capacity onstream in places like Washington, Oregon and Texas-enough to power nearly 700,000 households. And so far this year, U.S. output makes up over 40% of Iberdrola Renovables' total energy production. Last month, Galán flew to Washington to meet with Energy Secretary Steven Chu and Commerce Secretary Gary Locke. During these meetings, Galán announced his intention to continue

Blow, Wind, Blow Obama is pushing for

green energy, but the U.S. still has far to go

Goal for the share of U.S. power from cleanenergy sources by 2035

Percentage of U.S. energy currently generated by renewables



Neighborhoods powered by parks.

An underground substation built by Siemens helps make Anaheim a city worth building a future in.

As the residents of Anaheim, California, walk their dogs in the morning, few realize there's a substation right under their feet distributing power throughout their neighborhood.

The station under Roosevelt Park delivers much-needed power to 25,000 people. It's the first underground substation in America, a feat made possible by an advanced design that makes it 70 percent smaller than traditional substations.

It seems like such a simple idea. But by putting the substation beneath the ground instead of above it, Siemens helped make life in Anaheim a little bit better. Today, cities across the nation face countless choices about how to generate, distribute, and use electricity. Those choices call for unconventional thinking — because that's the kind of thinking that leads to truly lasting answers.

Somewhere in America, our team of more than 60,000 employees spends every day creating answers that will last for years to come.

Bull market in wind Transmission towers in Galapagar, Spain

expanding rapidly in the U.S. at least until the end of 2012, by which time he is expected to have invested \$6 billion.

Many other countries are falling in line. The fact is that wind has emerged as the hot test source of green electrical power globally, and its nomentum is only going to build in the wake of Ispan's Fukushima Dailich power plant dissert, which has forced people to reassess the dangers surrounding nuclear installations. "Wind is the most likely candidate for driving the long-awaited shift toward renewable energy," says Daniel Weiss, a senior fellow at the Center for American Proress in Washineton.

In the pastfour years, wind has become the leading source of new electrical power in the U.S., exceeding coal and nuclear combined. In some EU. countries, including Denmark, Portugal and Spain, wind already accounts for anywhere from 11% to 20% of power generation. Meanwhile, the E.U. is working to double the share of energy derived from wind and other renewable sources, such as solar, geothermal and biomass, to 20% by 2020.

The net result is that last year, wind energy across the world reduced CO₂ emissions by an amount equal to 26% of the target for developed countries under the Kytole Protocol, the LN/s action plan for fighting climate change. The fact that lberdrola Renovables, which has morphed into a 53 billion juggernaut from a standing start just to years ago, has come to dominate this fast-growing sector is due in Jarge part to government support. Spain was among the first countries in the world to encourage the development of renew.

able energy with government subsidies and targets. (Today, on particularly breezy days, wind-power generation surpasses all other electricity sources in Spain.)

What separated Iberdrola Renovables from its domestic rivals was an aggressive mergers-and-acquisitions strategy. Its parent Iberdrola SA's acquisition of Scottish Power in 2007 created the third largest power utility in Europe, with significant renewable-energy assets in the U.S. At the same time, Iberdrola Renovables began spending \$3 billion a year on expanding its global footprint of wind farms, becoming the No. 1 provider in Spain, Britain and Eastern Europe. "The key to success in this industry is having money and deploying it in a favorable regulatory environment," says energy analyst Matthew Yates of Bank of America Merrill Lynch in London. "Iberdrola Renovables has accomplished both."

Iberdrola and a host of other wind companies will be rolling out more power globally this year, in countries ranging from Greece and the Czech Republic to China and India, yet wind still makes up a tiny 2% of worldwide electricity production.

'Wind is the most likely candidate for driving the longawaited shift toward renewable energy.'

CENTER FOR AMERICAN PROGRESS

Whether wind is able to make a serious dent in the consumption of dirty fossil fuels will to a large extent depend on success in the U.S. Consider that every day, 21 million of 85 million barrels of oil produced around the world are burned there. That's 25% of the world's oil supply consumed by just 4% of the world's population. Transport eats up the lion's share, and wind isn't a viable transport energy, but nearly 30% of American oil consumption goes to industrial, commercial and residential uses. If a portion of this low-hanging fruit could be replaced by a combination of natural gas and renewable energy like wind, then cleaner energy will have scored a major victory against the U.S.'s addiction to foreign oil.

A lack of clear and consistent regulation will be a major hardle. There are 30 states with renewable standards. But unlike most EU, countries, the U.S. does not have a national quota compelling major power utilities to buy a percentage of their electricity from renewable sources—a must for sustained development of wind and solar, as proved by Spain, Portugal and Germany. "There is a disconnect between what the population wants and what being done legislatively," says Liz Salerno, chief economist of the American Wind Energy Association.

Why is that? Mainly because the fossilfuel industries are lobbying Congress hard to block any legislation that would

impose federal standards for renewable energy or diminish their special status. This includes \$5,5 billion each year in tax breaks and discounted royalty payments sas a result of \$200 million in lobbying and political contributions. By contrast, the clean-energy lobby, which includes wind and solar, spent \$3,07 million in 2010.

The other major coming challenge is termination of the Treasury's grant program for renewables at the end of 2012. Without another extension, financial support for wind producers will dry up, which could stop America's green shift dead in its tracks. It brings to mind President Jimmy Carter's pledge more than 30 years ago will be supported to the century. That pledge lasted as long as oil was scarce and prices were high, then evaporated when OPEC lifted its embargo and began resupplying the U.S. with oil from the Middle East.

For now, the outlook is still favorable. Iherdrola's next big installation, the Blue Creek Wind Farm in western Ohio, comes onstream later this year. It will produce enough electricity to power some 200,000 U.S. households, proving that renewables aren't ust tilling at windmills.



In San Diego, our light rail system is getting commuters home faster. We're powering a neighborhood in Anaheim with a substation that stays out of sight. And in Houston, we're helping a hospital care for the youngest generation. All across the country Siemens is helping cities become the kinds of places where both people and businesses can thrive. Somewhere in America, our team of more than 60,000 employees spends every day creating answers that will last for years to come.

"The best baseball book to appear in many a season."

-ROGER KAHN, author of The Boys of Summer

"Kostya Kennedy brings The Streak back to the realm of drama and delivers to us a tale that's a delight." —RICHARD BEN CRAMER

"A wonderful book. And what may be the last word on a record that may last forever." — Gay Talese

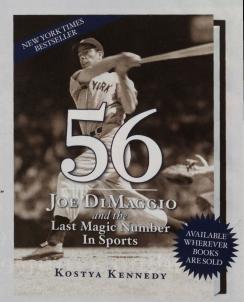
"There is a compelling and textured story behind the number. Kennedy tells that story beautifully." —Bob Costas

"Kennedy has produced a book that, like its subject, is destined to hold up over time." —Tom Verducci

"The smells, sights, sounds, dirt, pressures, misconceptions, feelings, sweat and everyday hum of DiMaggio's grand march toward immortality.

Great stuff."

—Letoth MONTVILLE



ORDER AT SI.COM/56BOOK

ALSO AVAILABLE IN E-BOOK FORMAT.





Pop Chart





An auction of the Unabomber's hoodie items raked in more than \$200,000.

Non-NBC Networks Bids on the U.S. TV rights for the Olympics through ESPN. ABC and Fox.



Why Can't Coldplay Stop Crying?

Chris Martin has finally out-Coldplayed himself. The British rock band's new single. "Every Teardrop Is a Waterfall" (history's most title?), will appear, along with the song "Hurts like Heaven," on Coldplay's forthcoming,

album. That is, if

long enough to

finish it.

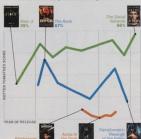
they stop weeping

How Hollywood's Mighty Fall

When, exactly, did M. Night Shyamalan start making bad movies? Almost immediately, according to the Hollywood Career-O-Matic. The joint project by Slate and Rotten Tomatoes allows users to track any movie notable's critical trajectory. Shyamalan's slide is steep, from The Sixth Sense (an 85% rating) all the way to The Last Airbender (6%). Here is a look at three others:

CAREER-O-MATIC

DAVID FINCHER | MICHAEL BAY | UWE BOLL*





Singin' in the Ring

Every Broadway production has to fight to get made, so a potential new show based on the film Rocky has its work cut out for it. Songs have not yet been announced for the production-which hopes to launch in Germany in fall 2012, followed by a Broadway debut in spring 2013—so we decided to write one of our own.

> The Ballad of **Rocky and Apollo** Two men/ One ring It's on when

y'hear that ding, ding One fight/ Pow, pow Who's the one who's gonna fly now?

Lyrics by Josh



Revolving Networks

After greeting early birds on NBC's Today show and anchoring CBS Evening News, Katie Couric will try to give ABC an afternoon-slot dynamo-and fill the gap left by Oprah-when her syndicated talk show debuts in fall 2012.



Les Tweets? Mais Non!

French anchors must bid adleu to Facebook and Twitter, Because of a decree banning both overt and subtle promotion on the news, officials have barred broadcasters from mentioning the companies unless they are reporting on them. Generic references to social media will have to do.

VERBATIM

'If you took naked pictures of yourself on your cell phone, you hide your face, people.'

REESE WITHERSPOON, offering a piece of advice

CLOCKWISE FROM LEFT: U.S. MARCHALS PUBLIC AFFAIRS OFFICE/AF: GREGORY SMITH-AP; ILLUSTRATION BY GLUEK



HIGH COLOR New York City's High Line opened a new section June 8, doubling the length of the public park built atop an old elevated railroad track. The extension includes a lawn for visitors to sprawl out on and several public art pieces, including Rainbow City, above, an interactive installation made of colorful balloons in various shapes and sizes.

MUSIC

Explicit Expression

On the heels of Rihanna's bondage-friendly music video for "S&M," which was banned in 11 countries, "Man Down" depicts a sexual-assault victim who tracks down her perpetrator and shoots him in the head. She joins a starry club of women who have used the format to tear up taboos (and sometimes tear off clothing).

RIHANNA



VIOLENCE

Calling "Man Down" violent and inappropriate the Parents Television Council called for RiRi's risque video to be



GENOCIDE

M.I.A.'s 2010 statement against genocide and racial profiling, "Born Free," contains scenes of redheaded boys being killed en masse; the video is so troubling that it was even originally banned from YouTube



SACRILEGE

The video for the title track of Madonna's crosses and a scene seduces a saint-acts that angered then

FIONA APPLE



SEXUALITY

Apple's critics said her 1997 "Criminal" had overtones of child porn and contradicted the singer's message of



NUDITY

In 2010's "Window Seat," Badu takes off all her clothes along a street in Dallas and then, completely nude (but blurred), falls down



CARTOONS **A Smurfy** Scandal

Smurf society was an exemplar of communism, says French academic Antoine Buéno, who accuses the blue characters of red beliefs (as well as anti-Semitism) in a new book, Smurf fans have dubbed his work a "dream wrecker."



5 THINGS YOU DON'T HAVE TO WORRY ABOUT

- 1. Living in a nation responsible for the worst music video ever. Norway and Tonje Langeteig may
- 2. The stigma of being a middle-aged gamer. The average age for someone who plays video or computer games in the U.S. is 37.
- 3. Being a pothead in Connecticut. Marijuana has been decriminalized there.
- 4. James Franco ever taking a break. His experimental
- 5. Jon Stewart, He cut

Movies

Comeback Kids. A visit to the set of the new Muppets film

By Joel Stein

I'M NOT SURE WHETHER THE VIBE IS coming from the Muppets or from Jason Segel, but everyone is really happy on this set. Actually, I'm not sure there's much of a difference between the Muppets and Segel, the 31-year-old star and co-writer of the new Muppets movie (in theaters Nov. 23). Between takes, Segel out-Muppets the actual Muppets, his grin still Kermit-wide long after the real Kermit the Frog closes his mouth and collapses around puppeteer Steve Whitmire's hand. In the right opera balcony above the stage-which looks a lot like the original Muppet Show setcrusty Muppet critics Statler and Waldorf shake their heads disapprovingly at Segel's enthusiasm. In the left opera balcony, the movie's producers shake their heads too. "If you could peel away Jason's skin," says producer Todd Lieberman, "there might be felt underneath."

Segel took a lot of meetings with studios after the success of the Judd Apatow-produced comedy Forgetting Sarah Marshall (2008), which Segel starred in and wrote. He played a frustrated puppet-musical playwright who, in the movie's most famous scene, gets dumped by his girlfriend while he's full-frontally naked. When Segel got to Disney, he pitched his idea for a movie with the Muppets, who had lost their way in the decades following the 1990 death at age 53 of Jim Henson, the creator of the Muppets and the original voice of Kermit. They hadn't had a theatrical release since the less-thanblockbuster Muppets from Space in 1999. "I had come off of all these R-rated Judd Apatow movies," says Segel, who also appeared in Apatow's Knocked Up. "They kind of chuckled. I think they thought I was kidding."

But when Segel said he wanted to make a Muppet movie, he meant it. The script for *The Muppets* is sweet, oldfashioned and smart, much like the beloved first three Muppet movies. Segel plays Gary, a superpositive, supernaive guy from a Pleasantville-type town who goes to Los Angeles with his girlfriend (Amy Adams) to meet the Muppets, only to find they have disbanded. Miss Piggy is in Paris, where she is the plussize editor of French Vogue. Gonzo runs a plumbing company in upstate New York, Animal is in rehab for anger management, Fozzie is in Vegas in a Muppets cover band called the Moopets, and Kermit is in Howard Hughes—esque extlie in his Bel Air mansion.

"They're all pretty lonely and miss their friends," says Nicholas Stoller, who directed Forgetting Sarah Marshall and co-wrote The Muppets with Segel, "If this were real life, it wouldn't work. It would be weird Facebook friend requests from people you went to junior high with." But these being the Muppets-and this being Segel's lifelong fantasy-they get back together to put on a show and save their old studio from Tex Richman (Chris Cooper), an evil baron who wants the oil underneath it. On the set today, Cooper yells at Kermit with such ferocity and stomps so convincingly around the stage off camera that some mistakenly think he's spending the entire shoot in character as the villain.

There are moments when you get the feeling someone is going to walk in and tell everyone the Muppets aren't real and a lot of people are going to cry.

Under the Influence

FOR A LAKGE GROUP OF COMEDIANS who grew up in the 1970s and '80s, 'the Muppets were the gateway drug to comedy, "Studies says. "You'd try it, and you'd want more of it, so you'd try Monty Python and Satruday Night Live. Then you'd fall down the rabbit hole. They're like and there are jokes flying everywhere. They're like The Simpsons without cynicism."

"Watching The Muppet Show shaped





TIME's Joel Stein pose with Joel, a leatherjacket-wearing Muppe



what I find funny" say Muppets director James Bobin, a co-creator of HBO's Flight of the Conchonts, a show about two goofy New Zealand rock singers. (One of those singers, Bret McKenzle, wrote most of the songs in the movie.) Bobin grew up in the U.K., where The Muppet Photow was shot and is thought of as an honorary member of the British canon, inflected with a Monty Python-like absurdity. "There has to be a time when stupid jokes and warmth and puns come back," Bobin says, "It's a change of direction."

The Mappets' producers compiled a list of more than too actors and singers who wanted to be in the film, Jack Black, Neil Patrick Harris, Zach Galifianakis, Ed Helms, Kathy Griffin and Mickey Rooney, among others, made the cut. (Christian Louboutin built platform stilettos for Miss Piggy, and Zac Posen made her a low-cut purple gown.) They created a celebrity-telethon scene so they could work everyone in. "We wanted an Elmo cameo, but that wasn't ging to happen," Stoller says. "There's too much money resting on that guy."

It's been a while since there has been money resting on the Muppets: the past 20 years haven't been kind to them. There were direct-to-DVD films. Miss Piggy did Pizza Hut commercials. Felt gathered dust. "I'm probably a bigger fan of what I grew up watching than what I've been a part of," says Eric Jacobson, who has played Miss Piggy (as well as Fozzie Bear, Animal and Sam the Eagle) since 2001. But a real-world need for Muppets kept simmering. Unauthorized "Sad Kermit" videos-in which a Muppet impostor crooned depressing rock songs, did drugs and performed sexual acts he didn't seem all that excited about performingbecame a viral sensation in 2007. In the past couple of years, the legit Muppets produced a series of cooking shows with chef Cat Cora and some music videos for classic rock songs. Their mock-serious take on Queen's "Bohemian Rhapsody" has racked up more than 20 million YouTube views.

Even a snarky gossipmonger like Petilion, a recent visior to the set, etes a little Muppety around the Muppets. "He was a really nice guy," says Walter, a boyish new Muppet, who in the movie is Gary's best friend from their small town and likewise idolizes the Muppets. "Perez asked me if I was involved in any scandals. I said." Not any that I know,

The Puppet Master
The Smithsonian traveling exhibit
"Jim Henson's Fantastic World,"
featuring artifacts from throughout
the Muppet creator's career, opens
at New York City's Museum of the
Moving Image next month



Brothers under the felt Henson confers with Kermit the Frog on the set of The Muppet Movie in 1978



Winning his wings Henson takes flight in his short film Time Piece, nominated for an Oscar in 1964



Woolly warblers Scat-jazz trio Mahna Mahna and the Snowths debuted on The Ed Sullivan Show in 1969



Birds of a feather Nutty Bird appeared in 1966 ads for Royal Crown Cola and was a prototype for Big Bird

but I'm sure you'll tell me if I have.'"

Surprisingly, it's not that strange to interview a Muppet. Peter Linz, who plays Walter, doesn't feel weird talking to me with his hand in my face. So I don't either. The rule is that you have to ask to interview the Muppet and its handler at separate times, even though I can totally see that Linz's hand is up there.

In fact, sometimes it's weirder looking right into Segel's wide-open, happy eyes. Even with all this Muppet love on set, Segel's Muppetphilia seems a little intense. "I have somebody on watch outside my trailer because he's so into the Muppets and moi," Miss Piggy says. "I'm thinking of getting a restraining order." Amy Adams can sing every lyric of every song I can name from 1979's The Muppet Movie-and even she was freaked out. "You kind of sign on to the man-child thing when you work with Iason," she says. "The only creepy thing is the idea of whoever marries him. Every time we have a new thing on the set, he says, 'Do we own that? Do I own that? Can I own that?' I told him, 'You can't have the Muppet Show sign over your driveway. You'll never get married." At one of his first meetings at Disney, the executives brought out some Muppets, and Segel immediately stopped paying attention, putting a Muppet on his hand and playing with it until Stoller got him to stop.

Segel says he has watched The Mupper Moviemore than 50 times—and that was before he even thought of pitching a new version. "I relate to the Muppets on a very deep level," he says. "They care about being nice to people. I don't really care about being nice to people. I don't really care about much besides being nice." For example, when a fan asked Segel to officiate at his wedding, Segel got a license online and performed the ceremony on The Tonight Show. He is thoughtful, cheery and calm and wants to make comedy that's much the same way, if that's possible.

It hasn't been for a long time. "There was a Christopher Guest mocking comedy wave, a Farrelly brothers gross-out comedy wave, a cringe-factor wave." Segel says. "The Muppets stuck around by not being cymical." And now Disney is spending 550 million on a movie with singing and puppets and old friends sawing the day by putting on a show! Either Segel knows something about America that the rest of us don't, or he's about to eo back to full-frontal mudity.

Tech



Cloud Control. Apple's iCloud is a great service—and a blow to the power of the PC

By Lev Grossman

THE BEST THING ABOUT CLOUD COMPUTING IS that word: cloud. Telling consumers their data is in the cloud is like telling a kid his dog has gone to doggie heaven. There is no doggie heaven, and your data isn't in a cloud. It's in a windowless, fortresslike data center somewhere in the rural U.S.

Cloud computing is just a buzzword companies use to describe what they're doing when they move data and processing tasks you're used to hosting on your personal computer-e-mail, word processing, media storage-onto their servers, which you can access via the Internet. It isn't new; far from it. It's at least as old as webmail services like Hotmail. It just didn't have a cool name back then.

Though things have a way of seeming new when Apple does them. On June 6, Steve Jobs announced Apple's new cloud service, iCloud. At its core, iCloud is a way to keep all your devices up to date with all your stuff. Take a photo on your iPhone and the photo zips up to the cloud and then rains back down into your iPad and MacBook and whatever else you've got that can store photos (as long as it's made by Apple). Create a document, write an e-mail, buy a song-same deal: it gets backed up in doggie heaven and automatically redistributed across your personal hardware collection, no cumbersome USB synching required. Apple has struggled with cloud computing in the past-iCloud is the successor to MobileMe, which followed .Mac, which replaced iDisk-but this is the breakthrough, bolder and simpler than its forebears. It should launch this fall

As more and more of your data and software evaporate off your hard drive and ascend into the cloud, keep an eve on the larger trend that's developing here and the trade-offs that come with it. You can see why Apple's doing this. The more of your stuff that lives on its servers, the easier it is for Apple to manage its vast empire of users and devices and keep track of what they're doing. Cloud computing gives Apple control, and if there's one thing Jobs likes, it's control.

Consumers get something out of it too: convenience. But in some ways, the cloud is a step backward. It harks back to computing's primordial past, when everything was cloud computingdumb terminals connected to central mainframes. When personal computers arrived, the power those mainframes once wielded migrated outward onto them, but now it appears to be reversing course. This is a big change, as Jobs pointed out. "We're going to demote the PC and Mac to just be a device. We're going to move the hub, the center of your digital life, to the cloud," he said.

The thing is, I'm not sure I want my computer to be just a device. Cloud computing goes hand in hand with another trend; the netbookization and iPadization of the PC, with its transformation into a beautifully designed but lobotomized device that relies on an Internet umbilical cord to do most of its actual computing. Personally, I prefer my computer to be a computer, not a pad or a pod. I like my data and my processing power and my digital life to be with me, where I have control. So far, it's possible to have it both ways-feet on the ground, head in the cloud-but down the line, users may be forced to decide: Is keeping control of your data worth a little inconvenience?

PIE IN THE SKY Three major cloud services that are vving for your data



ICloud works with mail. photos, contacts and so on as well as music. It puts the files directly on all your (Apple) devices. It's free-or \$25 a year to include non-iTunes music.



Google

With Music Beta, you have to upload your music library before you can play it, but then you can stream it on anything that has a browser, as long as vou're online.



Amazon

Cloud Drive will give you up to 5 GB of online storage free; once you've uploaded your music, you can stream it on any computer using Cloud Player. After 5 GB, the service costs money.

Design

Doodle Dandy. Born of a whim, Google's mutating logo is its most creative asset

By Josh Sanburn

IT MAY HAVE BEEN THE MOST consequential out-of-the-office message in design history. On Aug. 30, 1998, Sergey Brin and Larry Page left the office of their Silicon Valley start-up to attend the Burning Man festival in the Nevada desert. They placed a man-on-fire stick figure behind their home-page logo: a hieroglyph telling users, in effect, "If the servers melt down, sorry, We're away." A little over a year later, at 3 a.m. on Oct. 31, Brin slapped a pair of pixelated clip-art pumpkins over the oo in Google, this time to show users that they were in the office working nonstop but were still psyched about Halloween.

They didn't know it at the time, but the Google doodle was born.

The doodle-an imaginative transformation of the Google logo, usually pegged to a holiday or anniversary-has become the Internet behemoth's most engaging innovation and its most effective advertising tool. (Think about it: in the age of the search toolbar, is there any other reason to visit the Google home page?) What began as a lark is now a full-fledged branch of Google, employing several full-time doodlers and a part-time

The doodle team, wit lead doodler Germici ter a spontaneous but whitehoard creative

founders saw the doodle as an opportunity to humanize the company," says current lead doodler Ryan Germick, 31,

Doodle subjects have ranged from artists (Vincent van Gogh, Andy Warhol) to scientists (Thomas Edison. Isaac Newton) to holidays both major and minor (three cheers for Porridge Day!). Around 2005 the doodles started skewing a bit abstract. (Check out the Morse-code. braille and bar-code doodles.) And since last year, Google has focused on video-based and interactive doodles. Some you play (Pac-Man), some you navigate (Jules Verne), and some you just sit back and watch (Charlie Chaplin, John Lennon). Look closely and there's often a hidden joke or function to discover (Verne. Pac-Man and Ina Garten).

After 271 doodles last year (up from just 33 in 2006). Google's latest may be its most ambitious. For the June 9 birthday of guitar legend Les Paul, the doodle team created a playable guitar. Users can strum it, record with it and even send their compositions to others. Germick is tight-lipped about

what his team is doodling next, but you can bet it doesn't involve clip art.



THE BEGINNING



Aug. 30, 1998

When employees left for the **Burning Man** festival, the logo became a cryptic BE BACK LATER sign. "There was no master plan for doodles at that point," says doodler in chief Ryan Germick

HOLIDAYS



Oct. 31, 1999 Tech blogs went crazy for the

Halloween pumpkins Sergey Brin added to the logo in the dead of night



April 22, 2007 A melting iceberg for Earth Day

one of many eco-minded doodles the team has created



Nov. 25, 2010 Chef Ina Garten prepared this Thanksgiving feast, which Google



Nov. 14, 2001

pogle's first doodler, Dennis Hwar gave the logo an Impressionist look for **Claude Monet**'s birthday



April 15, 2005
The Leonardo da Vinci doodle subtly encapsulated several of the



Feb. 19, 2011
In recent years, doodles have be skewing more abstract, as in

skewing more abstract, as in his rebus interpreting sculptor Constantin Brancusi

VIDEO GAMES



June 6, 2009
The Tetris logo looked ready to play, out the era of interactive doodles was still around the corner...



May 21, 2010 and arrived in the form of Pac-Man. Click INSERT COIN twice and

get Ms. Pac-Man—all 256 levels

Aug. 13, 2003

silhouette of Alfred Hitchcock



May 22, 2006 like author Sir Arthur Conan Doyle



Jan. 19, 2009

a sketch for Martin Luther King Jr. Day



May 7, 2010

Pyotr Tchalkovsky's Swan Lake



Oct. 9, 2010

John Lennon's birthday occasioned



John James Audubon, the logo shape



April 25, 2003



May 16, 2008

to the first laser, in one of many



Oct. 7, 2009

that marks the first patent for the bar code and you'll



Feb. 8, 2011

The Jules Verne logo is loaded with

Jan. 4, 2006

doodles-Google in braille.

April 16, 2011

Charlie Chaplin, but eventually









Jan. 28, 2008

Early on Google used Lego blocks



Nov. 4, 2009

animated duo Wallace and Gromit



Nov. 10, 2009 Classic Sesame Street characters



Sept. 30, 2010 n Stone Age family the

Flintstones commandeered the logo



June 9, 2011

pegged it to Les Paul's 96th birthday. Turning on composer mode

A Ripping Good Yarn! Step aside, graffiti artists. Here come the knitters

MAINT THE EXCEPTION OF MAAAM DE PAIGE, the vengeful knitter of Charles Dickens' A Tale of Two Cities, needlework has never been the most revolutionary of pursuits. Slow, laborious and meditative, it's everything contemporary culture is not. But recently knitting—and its even squarer cousin, crocheting—has gotten something—this good the something of a rebellious name around town. That name is yarn bombins is yarn bombins.

Yarn bombers take their craft to the strest, stifching cozies for bike racks, stop signs and sculptures. They knit covers for sidewalk cracks, subway sests, even entire buses. Initially, like graffiti artists, they tagged their quarry in the dead of night, posting photos online and sometimes forming loose-knit (sorry) collectives to preserve their anonymity.

But civic authorities have mostly welcomed the practice (as have yarn stores). And perhaps because our fingers want more out of life than just pressing keys and screens, yarn bombing has taken off around the world. The epicenter is Austin, where in 2005 a dressshop owner, Magda Sayeg, knit a cover for her store's door handle on a slow day. Today Sayeg fields invitations to yarn-bomb cities and corporate headquarters. Some Canadian knitters have declared June 11 the first International Yarn Bombing Day, encouraging all to go forth and vandalize-perhaps with a nice angora three-ply. -BELINDA LUSCOMBE



Bombs away Clockwise from left, a tank blanket in Copenhagen; Magda Sayeg's leg warmer in Paris; Sayeg's gun cozu in Bali





Urban renewal
Clockwise from right,
a bike-rack sweater in
Orinda, Calif; a pothole
coaster on a Paris
sidewalk; a subway seat
cover in Philadelphia;
firefighters add knit
cherry blossoms to a tree
in Vancouver











America's Next Top Weiner

Athletes, musicians and politicians have shared theirs. Is it time for my closeup?

LIKE ANTHONY WEINER, I AM completely familiar with all the photos ever taken of my penis. That's because there aren't any. Like any man, I would love to spend an afternoon lolling in a glade, taking pictures of my penis. But no one—not women I've dated, not a urologist, not the Museum of Modern Art—has ever said to me, "I'd love a few candids of your penis."

Other men, though, sense a greater demand Brett Favre and Kanye West allegedly sent unrequested photos to women. So many men are doing this that Saturday Night Live and Funny or Die have both done sketches on professional penisphotography studios. Were men experiencing some kind of sexualized renaissance like when we were codpieces and powdered wigs and flaunted chest hair? Is this something t'll need to teach my son Laszlo how to do' What's the right age to take photos of your penis' Because, at 2, he can already use an ilbone and admire his penis.

Not wanting to fall behind the times, like when I held on to my Treo phone, I decided to consult some experts. I asked Angie Rowntree, who owns the women's erotica site Sssh.com, if I should be sending out penis pictures. She told me the users of her site would not enjoy that. She also assumed that few men took crotch shots until she asked her husband, who runs a dating site called KinkCulture.com, how many guys used their penises as their photos. Of the past eight men to sign up, three did. "It's asinine," Rowntree said. "Men haven't been able to figure out women for 2,000 years." Rowntree was definitely off the list for my penis photos.

Pete Huyck and Alex Gregory, who directed A Good Old Fashioned Orgy, an upcoming comedy about friends in the Hamptons who throw an intimate party,

said they never considered having their lead character send a penis photo since it would have made him creepy. Even Neil Strauss, whose book The Game suggests wearing light up iewelry to pick up women, said such photos are a bad idea. "It's a pathetic manifestation of the male ego," he said. "If it doesn't work out, they know in their twisted subconscious that they at least got it pretty close."

I was going to give up on the idea when sex columnist Dan Savage explained that while very few women want to see my photos, the small percentage who do are exactly the kinds of dynamic, exciting women who like travel and exotic foods. At least that's what I got out of what he said. He may have used the phrase "that sort of woman."

When I asked just such a dynamic woman if she'd like a photo of my penis, my lovely wife Cassandra said, "That's a stupid question. I've seen your penis before." The next morning, however, she saw her actor crush, Mark Ruffalo, buying coffee, I asked if she'd like to see a photo of Ruffalo's. "Sure!" she velled. Then she thought more about it. "It would feel scary. If you met an attractive woman at a party and she sent you a picture of her boobs, wouldn't you feel like that was weirdly aggressive?" I told her it would indeed seem weirdly aggressive in a totally awesome way. "Well, imagine if you were the weaker sex. You'd think this is aggressive and threatening."

Cassandra had a point. And that point was: she is not the right kind of woman. So I asked Plupboy's Miss June, Mei Ling Lam, if she wanted to see my penis. "That's a negativer" she told me in a way that seemed pretty harsh for a woman asking for \$5.99 to see her vaigina. "Women really don't want to see a penis. Men like to look at their penises. Freud might have gotten it wrong. Men may have the penis envy."

I clearly needed to increase my odds.
So, like Weiner, I went to Twitter, where I

wrote, "Would anyone care to see a photo of my penis?" As Savage predicted, I got a lot of nos and two "I didn't think cameras could zoom in that far"s. Jodi Mozeika, a 27-year-old bartender in New Jersey, was one of many women who politely declined, so I called her to find out why. She told me that it would ruin the experience of reading this column, which, to me, seemed a small price to pay. But Mozeika had already gotten an unrequested penis photo from a friend, and she wants no more. "Unless it was, like, Wolverine," she said. "Not Hugh Jackman as himself. He also plays Liza Minnelli's gay husband, so I don't want to see that picture. Just Wolverine."

But in between the avalanche of "eww"s and some positive responses from

gay men, I got—as Savage promised—a few requests, len Goertler, a 33-year-old married mom of two in Willoughby, Ohio, has been on the wrong side of some unrequested penis photos as well. But mine, she said, would be different, since she likes my column and has seen me on television. This is exactly why I didn't go into banking.

But when I asked Cassandra to borrow her camera, her fish-eye lens and her makeup, she told me that while she did not want my penis photos, she also didn't want Goertler to have them. It really will take us another 2,000 years to figure out women.



Historian David McCullough discusses the death of letter writing and how Picasso was a big old bore

Your new book. The Greater Journey, is about a bunch of mostly artistic Americans who moved to Paris from 1830 to 1900. Why them?

We know a good deal about the time when Franklin. Adams and Jefferson were in Paris and more than a great deal about Hemingway, Fitzgerald, Gertrude Stein. My feeling was that this period brought to France a group who are among the most interesting and important figures in American life. I also feel very strongly that history ought to be seen as a great deal more than just politics and the military.

Who was your favorite character from the book?

[Sculptor] Augustus Saint-Gaudens is one of my favorite characters in my writing life. Infinitely interesting man, complicated, immensely talented and important and a great American story. An immigrant shoemaker's son, was put to work at age 13, street kid in New York who was determined to excel. Remember. there were no schools of art here, no museums. If you wanted to become an architect, you went to Paris.

How did Samuel Morse go from portrait painter, before

he went to Paris, to inventor? The fact that Morse was a brilliant painter did not mean that he couldn't have other ideas. While he was in Paris, he got the idea for the telegraph and for Morse code. When he perfected the telegraph and went back to Paris to secure a French patent, he encountered the daguerreotype, and Daguerre said it would be fine if Morse took photography back to the U.S.

You use letters a lot in your research. Whose mail would you like to read today? William Trevor's, because he is perhaps the greatest living writer in English.

We don't write letters on paper anymore. How will this affect the study of history? The loss of people writing-

writing a composition, a letter or a report-is not just the loss for the record. It's the loss of

the process of working your thoughts out on paper, of having an idea that you would never have had if you weren't [writing]. And that's a handicap. People [I research] were writing letters every day. That was calisthenics for the brain.

We often can't understand how people in the past could have owned slaves or not educated girls. What do you think people will wonder about us? How we could have spent so much time watching TV.

You started a biography of Picasso but didn't finish.

To me, it just wasn't a very interesting life. Yes, he changed his female companionship periodically, and he painted a lot of paintings, but he really didn't do much.

Ever wish you still worked at Sports Illustrated?

No. I got wonderful training. I learned a lot about writing. But I was ready to move on.

It wasn't because of the editor who had a big stamp that read DULL?

[Laughs.] You heard about him? He'd stamp your work. And he wouldn't tell you why. You'd have to work it over.

Are you still using that 60-year-old Royal typewriter?

I've written everything I've ever had published on it. It's a superb example of American manufacturing, Sometimes I think it's writing the books. -BELINDA LUSCOMBE



VIDEO AT TIME To watch videos of David McCullough and other newsmak-





FILLED WITH COMMITMENT

Our Toyota team members don't just lend a hand in the places we call home. They lend thousands. Last year alone they volunteered 100,000 hours in

communities all across America, including right here in San Antonio, home of our Tundra and Tacoma truck plant. It's how we help make the greater community greater still. Meet the team at toyota.com/usa TOYOTA moving forward

